

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LV.

NEW YORK, MAY 30, 1906.

No. 9.

The Triumph of Truth

If the man ever was who believed that the circulation of the Woman's Magazine was not what it claimed he is silenced. The postoffice receipts of the copies mailed proved it. A committee of the leading citizens of St. Louis, absolutely disinterested parties, investigated its circulation, and their report proved it. Then came the examiners of the Association of American Advertisers, a body of advertisers with but one object, and that to learn the truth of circulations, and their report proved it. **Proved** that every issue of the Woman's Magazine goes into **over**

1,500,000

American Homes

Each copy in a separate wrapper, each copy going into a **Home**, each copy reaching a **Family**, means that your advertisement will be seen and read in "over" one million five hundred thousand **Homes**, by nearly eight million consumers each month. No other publication in the world equals this record, which is made each and every month by

THE WOMAN'S MAGAZINE

of St. Louis

NEW YORK:
Flatiron Building.

A. A. HINKLEY, Manager.

CHICAGO:
First Nat. Bank Bldg.

GEO. B. HISCHE, Manager.

Rowell's American Newspaper Directory for 1906 is now ready for delivery; subscription price \$10. Will be sent carriage paid to any address on receipt of price.

Work upon the revision for the year 1907 is now in hand. Publishers who wish to furnish a circulation statement for the year 1906, to appear in the Directory for 1907, the 39th annual issue, will be in time if their report is received on or before February 15, 1907.

The book for 1907 will be issued in May of that year. The subscription price will be \$10, the same as heretofore.

The book will report the name of every paper or periodical, the day or frequency of issue, will tell its politics or the interest to which it is devoted, the size and number of pages, the subscription price, the date of establishment, editor's and publisher's names, and will accord a rating intended to make known its average issues for the preceding year, to every paper or periodical believed to issue regularly so many as 1,000 copies. For publishing such information there will not be, and never has been, any charge.

The publisher's statement of what has been the number of copies printed for a year, preceding the date of his report, is accepted if it sets down the date of each issue and the number of copies produced which were complete and sufficiently perfect to be served to subscribers or sold to be read, dividing the total by the figures that indicate the number of separate editions, the result showing the average edition issued.

On receipt of five two-cent postage stamps the publishers of the Directory will send, to the publisher of any paper making application, a page from the last issue of the Directory, showing how that paper was described therein and the circulation rating accorded.

On receipt of five two-cent postage stamps the publishers of the Directory will send, to the publisher of any paper making application, two copies of a large blank, showing a form for making up such a statement of copies printed as will be certain to meet the Directory editor's views, if properly filled in.

If a publisher wishes to make any statement in his own behalf, to appear in the next issue of the Directory, to follow the catalogue description of his paper, he may say whatever he chooses at a cost of \$1 a line for the matter inserted, which will be designated by appearing under the heading "PUBLISHER'S ANNOUNCEMENT." Six words average a line. If the announcement calls for 120 words or more the price paid carries with it a right to a free copy of the book (which is sold separately for \$10). If cash accompanies the copy five per cent may be deducted from the price in consideration of advance payment.

Display advertisements to appear in the body of the Directory also entitle the advertiser to a free book, and will be inserted $\frac{1}{4}$ page for \$20, $\frac{1}{2}$ page for \$30 and 1 whole page for \$50; but these prices are doubled if a position for the advertisement is demanded on the same page or opposite the one where the catalogue description appears of the paper advertised. These prices are also subject to the 5 per cent reduction if cash, in full payment, accompanies the order.

Address all communications to

PRINTERS' INK PUBLISHING CO.,

Publishers of Rowell's American Newspaper Directory, No. 10 Spruce St., New York.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LV.

NEW YORK, MAY 30, 1906.

No. 9.

SELLING TALK AND BIG SPACE.

THESE MADE ALL THE DIFFERENCE IN THE WORLD IN STERLING SAFETY RAZOR ADVERTISING—WHEN THE ADS WERE QUADRUPLED IN SIZE THE COST OF ORDERS DROPPED FROM \$1.08 TO THIRTY CENTS—MAIL ORDER POINTS FROM A MAN WHO HAS PAID FOR HIS KNOWLEDGE AS HE GOT IT.

P. C. Sherman is president of a corporation in New York City that entered the advertising field last summer with a new safety razor, and has since been conspicuous in magazine advertising. Mr. Sherman had considerable experience in general advertising before he formed this connection, but none at all in the exacting field of mail-order publicity, where advertising is based strictly on keyed replies and the revenue it produces. He had spent a good deal of advertising money for Abbey's Effervescent Salt, Pond's Extract and other drug and grocery specialties. But the advertising he has done the past few months has taught him many new things.

Fifteen months ago Mr. Sherman saw an advertisement of a safety razor called the "Ever Ready." It had twenty-four blades, and seemed so good that he conceived the idea of undertaking to sell it through agents instead of advertising. His interest in safety razors generally had been quickened by the success of the Gillette. He neglected an opportunity to put \$5,000 into the Gillette Sales Company, and became sorry soon after this nov-

elty was launched, and is sorry still. When the "Ever Ready" attracted him he made a contract with the manufacturer to sell it through agents and advertising, and in four months' operations oversold the factory. Difficulties in getting goods finally led him to perfect a razor of his own, the Sterling, and organize for its production what he believes is one of the most complete factories of its kind in the United States. This plant, in Water street, New York City, turns out everything pertaining to the Sterling razor except the wooden handle and the raw English steel from which the blades are formed—even to the boxes in which the finished razors are packed.

The first Sterling razors were ready to be sold last summer. Mr. Sherman began advertising them in magazines. His initial advertisements occupied quarter pages, had no picture, and talked razor first and selling plan last. This selling plan is based on direct mail orders, instead of distribution through dealers which distinguishes some other safety razor successes. The Sterling is sent free on approval, the person receiving it paying \$5 in installments if it proves satisfactory. It is sold on a guaranteed agreement to keep the blades sharp, free of cost, forever—quite a comprehensive stipulation.

The first advertising pulled very well, but orders cost more than a dollar each. The best returns that could be secured cost \$1.08 per order. As the factory organization got in shape to turn out goods, however, Mr. Sherman began to give more attention to his

advertising. He recognized that his previous training had not been along lines likely to stand him in stead with this new specialty, and therefore sought good advice. Lord & Thomas's New York office laid before him plans that met approval, and in November, 1905, the first advertising of an entirely new series appeared in six magazines.

"Just before that I had increased space with the old ads to

and two-thirds of the text are devoted to it. What the Sterling is, how it is made, why it is worth \$5, are details interwoven into the selling arguments so that the latter are never lost sight of for a moment.

"From the half-dozen magazines used in November, a single full-page insertion, we received inquiries that resulted in more than \$10,000 worth of sales. The list comprised *Everybody's*, *Suc-*

**This Razor must
pay for itself before
You pay me a Penny**

—and a Postal gets it. I
Guarantee to Keep your
Blades Sharp Forever
Without Charge.

**24 Razors
On Approval For
A Penny Postal**

Send us your name, occupation, home and business address, and we will send you charges free, on seven days' free trial, 24 of the smoothest, keenest, sharpest razors ever made. Enough razors for a year without stopping or buying.

The "EVER READY" is the newest razor idea—built like a repeating rifle—the "SAFETY" with its blades, the "OLD STYLE" with its teeth.

Whether your beard is wire or fine, regular or irregular, your skin tender or rough, the "EVER READY" will shave you without a pain or scratch, better and cleaner than any other razor. Don't take our word for it—try one of our razors, then if you wish to keep them you can pay us 25c on terms, or send otherwise express them back to collect.

In ordering, state whether you prefer the "SAFETY" or "OLD STYLE" to carriage or medium.

SHERMAN & COMPANY
Box E. 41 Park Row New York

Before



I am the man you hold responsible for every promise made in this advertisement.

P. C. SHERMAN
Home and business address—send in any manner that is convenient and acceptable to you, addressed personal to me. I will take all the risk and send prepaid, a Sterling Safety Razor with 24 blades, or an Old Style Interchangeable.

You use the Interchangeable Razor is so much better than any other razor that I will allow to send you without any payment or deposit.

When you have tested it 7 days, if you find it does not exceed shaving razor you ever used, keep it.

Then the razor must pay for itself—then I will send you 24 more times a week—24 for a razor that's a week for you.

If you do not wish to keep the razor, all I ask you to do is send me your return—give me one for a few cents until the razor is paid for.

That way I enable you to buy the razor. If that my razor doesn't take any more money to pay for itself than I would have to pay out of my own pocket for an ordinary razor.

And I go even further. I see that if your blades are kept sharp forever—free, not money because you must keep on paying for new blades or re-sharpening as long as you live.

Put with the blades, all you do is, send me 25 dull blades, always true, with which to cover yourself, and I return them to you perfectly sharp, free or cheap.

That's really "no buying and no stopping."

Did you ever hear of anything as clever as this in the razor line?

It's this way—the reason I can make this offer is because I'm not in the least doubtful or afraid of my razor. My STERLING blades are made of the finest razor steel that money can buy—cut as true as much as the steel used in any other razor blades.

And mine is the only razor on the market that is made of genuine Sheffield steel—that is not a cold-rolled tool.

With my careful, systematic process, each STER-

Will you let me send you a razor—without a cent deposit? Then I will keep it sharp and true for the rest of your life free.

That's my plan—my new plan of selling razors.

No other razor maker in the world will return this way—because they can't afford to. Mine will—by the way it's made.

Now, I don't say "send me the price of the razor, and if after you have tried it you find that it isn't just what I will send you money back on it."

On a "money back" proposition you may feel that there was some chance of my getting you wrong.

But if the razor doesn't do all that you want it to do at my expense, and you're not making for you anything and you see me nothing, and you see me nothing.

Simply do this—Send me your name, occupation, home and business address—and in any manner that is convenient and acceptable to you, addressed personal to me.

I will take all the risk and send prepaid, a Sterling Safety Razor with 24 blades, or an Old Style Interchangeable.

You use the Interchangeable Razor is so much better than any other razor that I will allow to send you without any payment or deposit.

When you have tested it 7 days, if you find it does not exceed shaving razor you ever used, keep it.

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With my careful, systematic process, each STER-



LING blade is hardened, tempered, ground and honed in oil, set by hand and then hand stropped—so that my razor must hold its edge.

And mine is the STERLING blade used by the SHERMAN yet the most hard sell to which a razor blade has ever subjected.

No other razor blade could give this test. But I want make certain that the barbs and cutting edge of every STERLING blade are perfect and lasting.

I cannot afford to pay any but the finest razor blades. Because my razor is made to shave with, and not made to cut.

And, because of all this, I can afford—and am glad—to send you the razor, prepaid, for five cents without any deposit but your name, address and the introduction. If you do not, and that will delay shipment of the Sterling.

You can buy the Sterling Razor for \$4.00. I am willing to send it to you and let it pay for itself.

Now—write me today, stating whether you wish the Safety or Old Style interchangeable, and let me send you the razor. State whether you wish to cut close or medium, and whether your beard is wire or fine. Don't send me any money—no deposit.

Remember the razor is yours for a week free—then either keep it and let it pay for itself with the guarantee that I must keep the blades sharp forever—free—or return it to me.

P. C. SHERMAN, Pres., 222 Water St., New York City

After

half pages," Mr. Sherman said lately, "and the increase in inquiries pointed to page spaces as the logical thing. The new ads were illustrated with the razor, to show what it was, and my own portrait, to show that somebody stood behind it, and the whole tenor of the text was amplified and broadened. Our selling plan is the strongest feature that can be put before a man until he gets the razor itself, so the headings

cess, *Review of Reviews*, *Ainslee's*, *Popular Monthly* and one other whose name I do not recall at the moment, but a cheap one. In five weeks *Everybody's* produced \$1,600, and *Success* \$1,000. The cost of orders was brought down to a general average of thirty cents, but the cheaper medium went lower than that. The *Popular Monthly* fetched orders for twenty-three cents apiece. This magazine was a surprise. It

(Continued on page 6.)



REG. U. S. PAT. OFF.

FOUNDED A. D. 1728

By joining an exclusive club a man achieves a certain social prestige. Such a membership is a hall-mark of social approval. The SATURDAY EVENING POST has an exclusive club—its advertising columns. They are open to honest, appropriate advertisers exclusively.

Such a censorship of our advertising columns protects our readers, and reacts in the increased confidence which they feel toward advertisers who are admitted. The advertiser whom we know to be dishonest cannot buy his way into our pages; the advertiser who is admitted pays for white space only; the moral prestige is free.

(750,000 each week.)

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

BUFFALO

is one of the comparatively new story periodicals selling for ten cents, and supported by its readers, so that little advertising is carried yet. Results led to trials of several other magazines of the same character, notably Mr. Munsey's new *Scrap Book*, and I want to say that we ask nothing better than the opportunity to get into such mediums while their rate is low and their advertising section thin.

"When we laid out the November advertising my associates here were distrustful. They are men who have built up successful business houses in lines where advertising is not common. While I had faith enough in advertising, it would have been difficult to demonstrate to me that a man could put himself in a position where it was impossible to fill orders for a \$5 razor as fast as they came. Yet we are to-day 2,200 orders behind, and they are pouring in at the rate of 150 and 160 a day. This is the product of an advertising expenditure of \$2,000 a month—we set out in the first place to spend \$30,000 a year.

"Among the mediums that have been used since then, thirty or thirty-five altogether, we have simmered down to about a dozen that pull business profitably. Among them are the *Literary Digest*, *Public Opinion*, *System*, *Business Man's Magazine*, *Collier's*, *Saturday Evening Post* and those named in the first list. Everything is on an absolutely known basis, replies coming to keyed addresses, and then finally checked by the actual orders received. In addition to this, we send a weekly report on each publication to Lord & Thomas, who compare it with returns from other clients' reports. Occasionally I have placed an advertisement for friendship's sake, but in every case the result has been unprofitable, and I want to give Lord & Thomas credit for the skill with which they have selected mediums. There has been no waste. We have tried many mediums that did not prove profitable, but one trial demonstrated

what was unproductive for our proposition, and the medium was quickly cut off. Some of the minor magazines have shown surprising qualities, but it is our experience that the high-grade standard monthlies do not bring good returns. Quality magazines so-called are not for us. We need circulation. A safety razor is a broad, democratic proposition.

"Our schedule now consists of a half-dozen magazines each month—a few mediums of known worth which we use with big space. Next to large space, the thing that pays best is position. I should like to be able to command back cover pages in every good medium that we are using. We have just contracted for twelve back cover pages in *Public Opinion*, and some time ago made a similar contract for the *Literary Digest*, the ads extending over a year. These positions cost more than inside pages—nearly double. Yet we know to a certainty that they pay better, even considering the greater cost. The back page of the *Literary Digest* brought fifty per cent better returns, despite the charge for special position, and led us to take twelve of them. I should like to be in position to take back cover pages in the *Saturday Evening Post*, but our present appropriation will not permit it. Our ads in that publication average 220 lines. In the first mail from one of them we received 320 orders, and from another the first mail on Monday morning brought 267 orders. The *Saturday Evening Post* brings an exceptionally fine class of replies, which means something to us, as I will explain presently. Next to back cover pages I prefer the inside page facing the third cover page. Is there any deep psychological reason why these positions pay? None that I know of. The advertisements are simply where more readers see them.

"We do not use the magazines month after month, but alternate them. A good advertising medium is like a good razor—it needs a rest. In *Everybody's*, for example, when a month's business

aggregating \$1,500 to \$2,000 has been produced, we leave the advertisement out for an issue or two, giving an interval for recuperation. One feature of present advertising conditions has struck me favorably—that is the anxiety of advertising managers of good publications to have an advertiser use only as many insertions as will bring him adequate results. When I proposed to take twelve back covers of *Public Opinion* the other day Mr. Watt, its advertising manager, was a little more scared than pleased. But our proposition is different from others in that we have two kinds of razors to offer. Besides the Sterling Safety there is the Sterling Old Style Interchangeable, a razor of old-fashioned form, but fitted so that twelve adjustable blades can be used in succession. By alternating these two styles of razor we appeal to different classes of readers, and so can pull out of a good magazine double the returns possible for a safety razor alone. It is no longer good policy for a magazine to take an advertiser's money indiscriminately. A failure to obtain results, if caused by too frequent insertions or the acceptance of business that will not pull in a given medium, gets noised about nowadays and is detrimental. The failure of an advertiser who is making weekly reports to Lord & Thomas's records is something no magazine publisher cares to be responsible for. Consequently, graft is disappearing. The magazines are also scrupulously careful what they print in the way of offers. Our agreement to keep all razors sold by us in good condition forever has led in many cases to strict investigation of our ability to perform what we promise. If we were unable to do this our business would not appear in some of the magazines. But this offer is based on several months' experiments to determine its practicability. With our factory organization we can carry it out at no expense. It means so much to us in good will, advertising and new

business, and we are so constantly in the thoughts of those who buy from us, that we should be glad to make the same offer if the cost of fulfilling it were considerable."

"Do you send out razors indiscriminately upon receipt of a postal inquiry, Mr. Sherman?"

"We have done so. It was one of the mistakes we made in the outset—a deliberate mistake, though, carried out to secure a record. I began with a deep, abiding faith in human nature, and to test this faith we mailed 3,000 razors to the first comers on their simple request. From thirty per cent we were never able to collect anything. One man in every three was a dead-beat—perhaps not so high an average, all things considered. When we had given human nature a chance to prove itself, and it had failed, and we had our record on this detail so that there would never be any doubt, we quit. Then the present system was devised. This has been worked out to a nicety in six months. When a man sends us a postal request we mail him our literature, which instructs him to make application for a razor on approval, without any advance payment, sending with his letter a reference to introduce and vouch for him. If the applicant is obviously good we do not investigate his reference. If J. Pierpont Morgan were to write in person, for instance, no inquiry would be needed—and I want to assure you that a very large proportion of applications come from this obviously responsible class. Where there is room for doubt we write to the reference given, asking for confirmation of responsibility, and when this is received the razor goes forward. In cities of 100,000 or more a personal investigation is made through attorneys to whom we send names of applicants and references. Every city of considerable size has attorneys who perform such services, who are regularly listed in a special mercantile periodical published for the purpose. In places under 100,000 population the inquiries are not numerous enough to make

such investigation profitable to an attorney. We discriminate in references—for example, a man's employer is not considered good because our letter of inquiry may fall into the applicant's hand first. We also have a system whereby the obviously irresponsible applicants are sifted out—it has been found not advisable to attempt to do business at all with private soldiers in the army or navy, or with any other class that has a shifting residence. As applicants are all men, they naturally fall into a dozen or so classifications, each of which has its relative position as a risk, either good or bad. The best class is that of business men—people like you and I, employers or a good grade of employees, who live in a world where obligations are met and fulfilled, and depend for a living on others meeting them. It is difficult to say what class comes second as a good risk, for several are about even. But I'll tell you what is the worst class, and it will astonish you. The people whom we find most lax in making payments for razors, and most likely to steal them outright are ministers of the Gospel. After them come lawyers, and the third worst risk is found among actors. But the percentage of losses under our present system is very small. Do you know where we lose most razors? In the mails. Dear old Uncle Sam's postoffice is responsible for more disappearances than any other channel. Clerks steal them. Just the other day an inspector informed us, after complaint, that a clerk had been detected and discharged. Under our close margin of profit we cannot send razors by registered mail. Practically all our sales are made on approval. Investigation necessitates holding up the order a week, and this frequently brings us hard words from an applicant who assumes that our advertised promise is not to be kept. But on the whole we move along smoothly."

"Have you tried newspaper advertising, Mr. Sherman?"

"Yes, in the *New York Times*

and *Sun*, and with results as good as from the best magazines for one insertion. After that the newspaper orders fell off to nothing at all. I can't understand why, for I am prejudiced in favor of the newspapers. We want to reach men, and every woman who reads a magazine in which we advertise is waste circulation for us. Newspapers give the highest type of male circulation, except from such magazines as *System*. What a grand thing it would be if some publisher could get a million circulation for a *Gentleman's Home Journal*.

"We have tried the farm papers superficially. I am farm-bred, and think I know what appeals to farm folks, and have confidence in our goods for that trade. But trials in one farm paper of wide circulation proved it a poor puller. We may try out others later. The religious journals have come to us for business, and call attention to the fact that ministers have to shave. But our experience with ministers has not been encouraging. After all, what we want is the general public that reads the magazines. If a man is a desirable prospect for us we seem to reach him there. From 200,000 to 300,000 young men come to the shaving age every year in this country the life insurance companies say. If we can get that clientele we will have all the business we can take care of. Then, it has been demonstrated to my satisfaction that the man who buys one razor buys several, either of the old-fashioned type or the safety.

"I have not been able to detect any difference between results from monthly magazines and national weeklies. Replies come from the weeklies a little more quickly, but it is a curious fact that the weekly will produce business as long, and in as good volume as the monthly magazine. We are still receiving orders from our advertisement in *Collier's* that appeared last summer, nearly a year ago. The weekly seems to pass about from hand to hand like the monthly, and to be preserved as

long. Some of the weekly magazines have been disappointing, not on account of circulation, but because they have not enough *masculine* circulation for us. I might add in fairness to the religious journals that one weekly of religious tendency pays us very well—the *Outlook*. It is also a publication that one might think had a large proportion of feminine circulation. But men read it and answer ads.

"Besides the strong selling quality of our present copy, I believe the length of the ads has much to do with their effectiveness. The quarter-page announcements employed first aimed at brevity. But this later copy tells our whole story in full, covering every point so that there is no chance for misconception on the part of a reader. It is a \$5 article we sell, remember, and that is a good deal of money to pay for a razor. Where such a snug sum is involved people like to read a full page of talk, the length of the ad holds them a few minutes instead of a few seconds, and a more definite impression is made. For general publicity the brief advertisement may still be advisable, but for many reasons the advertisement that *sells* must be meaty, and have body, and be something that is worth sitting down to and thinking about."

JAS. H. COLLINS.

A SINGLE strand of hair will cause a fellow to shove the butter to one side, just as a single suspicious sentence in an advertisement may cause him to turn over the page of the paper.
—*Agricultural Advertising.*

"ADVERTISING" like charity, should begin at home. He who neglects the "Home Market" to go after outside consumers overshoots the mark.—*Commercial Union.*

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Take the place of 280 County weeklies at 1-10 the cost. Great saving in book-keeping, postage and electros. Rate, 35 cents.

Actual average circulation 149,281.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, THE CHICAGO RECORD - HERALD is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

The market place of the State of Iowa is in the columns of Iowa's greatest newspaper,

The Des Moines Capital

The April circulation was 43,488. The CAPITAL's circulation, city and country, is the largest in Iowa and the largest ever attained by an Iowa newspaper. The character of the CAPITAL's circulation is fixed by the great citizenship of the State of Iowa.

If you want business in this State, the CAPITAL is the newspaper to get it for you. That the CAPITAL is appreciated you will understand when you know that for the first four months of this year it has published more advertising in six issues a week than any competitor in seven issues a week. The rate is 5 cents a line, flat, for display; 6 cents a line for classified.

EASTERN OFFICES:

NEW YORK, CHICAGO,
166 World Building. 87 Washington St.
LAFAYETTE YOUNG, Publisher.

PROTECTING THE AGENT.

THE PHILADELPHIA "BULLETIN" HAS A YEAR'S EXPERIENCE, AND FINDS IT COSTLY, YET WORTH WHILE—ONLY A FEW LARGE ADVERTISERS WHO DEMAND THE COMMISSION.

A year ago the Philadelphia *Evening Bulletin* adopted the policy that has long distinguished the *Chicago Daily News* and *Boston Globe* among daily newspapers (and very few others)—that of refusing the agent's commission to any advertiser placing business direct. The announcement was made at the time of issuing a new rate card.

"What has been your experience?" was asked William Simpson, business manager of the *Bulletin*, the other day.

"We find it rather expensive," he replied. "Because we refuse the commission to advertisers who place direct we have lost some large business. Yet, on the whole, it gives us a better standing with agents, and will serve to differentiate the *Bulletin* as time goes on. The *Bulletin* is the only newspaper in Philadelphia that has adopted this policy of protecting the agent."

"How many advertisers place direct and demand the commission?"

"Very few. The Pacific Coast Borax Company is one, and we lost its large copy a few months ago because the commission would not be allowed. Hood's remedies, Royal Baking Powder, the United Drug Company, of Boston, Father John's remedies, of Lowell, Mass., and Blood Balm, of Atlanta, are others, all of whom correspond direct with the newspapers, demand the commission and refuse to place business without it. Some publishers refuse Postum Cereal and Grape Nuts, which comes through the Grandin agency, of Battle Creek, said to be maintained by Mr. Post, but we recognize the Grandin agency. The chief evil bred by granting commissions direct to large advertisers is not that other large advertisers are

induced to place their own business and demand the commission, but in the effect of the practice on small advertisers. Almost as soon as a small advertiser begins using space he learns that the agent's commission is allowed direct by many publications, and that some advertising agents also split it with advertisers. The fact that he may get back some of this ten per cent stands out more prominently in his eyes than good service and often leads him into disaster. If there were no precedent he would never think of a refund. The idea that other advertisers get something back is of more consequence to him than the amount he will save. Anyone is willing to pay the price for space so long as nobody else is getting it cheaper. In Philadelphia no commissions are paid on local advertising. This has led to some complications. Not long ago a local agent came in to ask if he could have the commission on some realty advertising he was placing for a company in Collingwood, N. J., a suburban town. We said that he could not, as we considered it local business. He made no protest.

"You seem to take that pretty easy," I remarked.

"Why, surely," he replied; "I know that if I can't get the commission on Collingwood advertising no other agent can, and that's all I want."

"This is the attitude of advertisers, too. So far as the effect of protection of the agent on our business can be traced, we have found no general expressions of approval or any startling increase in advertising from the agencies. Yet the effect is none the less good, and we shall not change our policy. It means just another detail in the stability of the *Bulletin*, and was adopted, not for theatrical results, but as a matter of justice and sound business. Perhaps this policy might have had wider effect had we advertised it more generally through the year, but since the first announcement it has hardly been mentioned."

A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an asterisk.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his ad cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, *dy.* Average for 1905, 22,069. Best advertising medium in Alabama.

ARIZONA.

Phoenix. Republican, *Daily aver.* 1905, 6,581. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times, *dy.* Act. av. 1905, 2,781. Actual aver. for Oct., Nov. and Dec., 1905, 3,968.

CALIFORNIA.

Mountain View. Signs of the Times. *Actual weekly average for 1905,* 22,550.

Oakland. Herald, *Average*

1905, 10,260. Only Pacific Coast daily circulation guaranteed by Rowell's American Newspaper Directory.

Oakland. Tribune, *evening.* Average for 12 months ending December 31, 1905, daily 13,481.

San Francisco. Call, *dy and S'y.* J. D. Spreckels. *Actual daily average for year ending Dec. 1905,* 62,941; Sunday, 88,815.

San Francisco. Sunset Magazine, *monthly,* literary; two hundred and eight pages, 5x8. Circulation 1904, 48,916; 11 months 1905, 59,545. Home Offices, 631 California Street.

San Jose. Morning Mercury and Evening Herald. *Average 1905,* 10,824.

COLORADO.

Denver. Clay's Review, *weekly;* Perry A. Clay. *Actual aver. for 1904,* 10,926, for 1905, 11,688.

Denver. Post, *daily.* Post Printing and Publishing Co. *Aver. for 1905,* 44,320; *Sy.* 60,104. *Average for Mar. 1906, dy.* 50,152; *Sy.* 70,516.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Ansonia. Sentinel, *dy.* *Aver. for 1905,* 5,022. E. Katz, Spec. Agt., N. Y.

Bridgenort. Evening Post. *Scraps daily av.* 1905, 11,025. E. Katz, Spec. Agt., N. Y.

Bridgeport. Telegram-Union. *Scraps daily av.* 1905, 10,171. E. Katz, Spec. Agt., N. Y.

Meriden. Journal, *evening.* *Actual average for 1905,* 7,587.

Meriden. Morning Record and Republican. *Daily average for 1905,* 7,578.

New Haven. Evening Register *daily.* *Actual av. for 1905,* 13,711; *Sunday,* 11,311.

New Haven. Palladium, *dy.* *Aver.* 1904, 7,857; 1905, 8,656. E. Katz, Sp. Agt., N. Y.

New Haven. Union. *Average 1905,* 16,209. 1st 3 mos. 1906, 16,486. E. Katz, Spec. Agt., N. Y.

New London. Bay City. *Aver.* 1905, 6,109. E. Katz, Spec. Agt., N. Y.

Norwalk. Evening Hour. *Daily average year ending Dec. 1905,* 5,179. *Apr. 1906,* as certified by Ass'n. Am. Adv'rs, all returns deducted, 2,869.

Norwich. Bulletin, *morning.* *Average for 1904,* 5,250; 1905, 5,920; *Nov.* 6,513.

Waterbury. Republican, *dy.* *Aver. for 1905,* 5,648. La Coste & Maxwell, Spec. Agents, N. Y.

DISTRICT OF COLUMBIA.

Washington. Evening Star, *daily and Sunday.* *Daily average for 1905,* 35,550 (©©).

FLORIDA.

Jacksonville. Metropolis, *dy.* *Av.* 1904, 4,760. *Average 1905,* 8,950. E. Katz, Sp. Agent, N. Y.

GEORGIA.

Atlanta. Constitution. *Daily average 1905,* 28,590; *Sunday,* 4,751.

Atlanta. Journal, *dy.* *Av.* 1905, 46,058. *Sunday* 47,998. *Semi-weekly* 56,751; *April, 1906,* *dy.* 53,207; *Sun.,* 57,616; *semi-wk.,* 74,251.

Atlanta. News. *Actual daily average 1905,* 24,402. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Augusta. Chronicle. *Only morning paper.* 1905 average, 6,045.

Nashville. Herald. *Average for May 1, 1905, to May 1, 1906,* 1,457. Richest county in S. Georgia.

ILLINOIS.

Aurora. Daily Beacon. *Daily average for 1905,* 4,580; *first three months of 1906* 5,915.

Chicago. Citizen. *Daily average January, February and March, 1906,* 1,512.

Champaign. News. *First four months 1906,* *daily,* 5,076; *weekly,* 2,446.

Chicago. Examiner. *Average for 1905,* 114,806 copies *daily;* 7% of circulation in city; *larger city circulation than any two other Chicago morning papers combined.* Examined by Association of American Advertisers. Smith & Thompson, Representatives.



Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100 (©).

Chicago. Broaders' Gazette, weekly, \$2.00. Average circulation on 1905, P. D. C. 1st, 66,605.

Chicago. Dental Review, monthly. Actual average for 1905, 5,702.

Chicago. Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago. Farmers Voice and National Rural. Actual aver., 1905, 50,700. Jan., 1906, 42,460.

Chicago. Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago. Inland Printer. Actual average circulation for 1905, 15,866 (©).

Chicago. Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed 85,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the postoffices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the postoffices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago. Record-Herald. Average 1904, daily 145,751. Sunday 139,400. Average 1905, daily 146,456. Sunday 204,559.

The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. Svenska Nybeter, weekly. Sworn average December, 1905, 21,775.

Chicago. System, monthly. The System Co. pub. Eastern office 1 Madison Ave., N. Y. Average for year ending, March, 1906, 50,556. Current average in excess of 60,000.

Chicago. The Tribune has the largest two cent circulation in the world, and the largest circulation of any morning newspaper in Chicago; the TRIBUNE is the only Chicago newspaper receiving (©).

Peoria. Evening Journal, daily and Sunday. Sworn daily average for 1905, 15,375.

Peoria. Star, evenings and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

INDIANA.

Butler. Epworth League Quarterly. Sworn average for 1905, 16,500. Adv. rates low. Profitable medium for mail-order specialties for women and young people. "Best results for the money," "Most profitable adv. we have," they say.

Evansville. Journal-News. Av. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N. Y.

Indianapolis. Up-to-Date Farming, 1905 av., 156,250 semi-monthly; 7bc, a line. Write us.

Notre Dame. The Ave Maria, Catholic weekly. Actual net average for 1905, 24,290.

Princeton. Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,597.

Richmond. Sun-Telegram. Sworn at, 1905, dy. 2,744.

South Bend. Tribune. Sworn daily average, 1905, 7,205. Sworn aver. for April, 1906, 8,074.

IOWA.

Davenport. Times, Daily aver. April, 11,966. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young publisher. Actual average and 1905 29,174. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 to 312 times than any competitor in 305 issues. The rate five cents a line.

Des Moines. Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for Apr., dy. 27,647.

Keokuk. Gate City, Daily av. 1904, 3,145; 1905, 3,496.

Muscatine. Journal, Daily av. 1905, 5,582. Semi-weekly 5,095.

Sioux City. Journal, daily. Average for 1905 sworn, 24,961. Av. for Feb., 1906, 26,705. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City. Tribune, Evening. Net sworn daily, average 1905, 24,287; Feb., 1906, 26,426. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson. News, Daily 1905, 3,425. E. Katz, Special Agent, N. Y.

KENTUCKY.

Lexington. Leader, Av. '05, evy. 4,694. Sun. 6,165. E. Katz, Spec. Agt.

Louisville. Times, Daily average year ending June 30, 1905, 56,025 (3c). Beckwith Agency, Rep.

Owensboro. Inquirer, Dy. av., 1905, 1,918; Apr., '06, 2,417. Payne & Young, N. Y. and Chic.

Paducah. Journal of Labor, wky.—Accepts only the best class of advertising and brings results from the best class of wage-workers.

LOUISIANA.

New Orleans. Item, official journal of the city. Av. cir. for Jan., Feb. and March, 1906, 25,564; av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,578.

Augusta. Kennebec Journal, dy. and wy. Average daily, 1905, 6,986, weekly, 2,000.

Bangor. Commercial, Average for 1905, daily 9,455, weekly 29,117.

Bever. Pisentaquis observer. Actual weekly average 1905, 2,019.

Leviston. Evening Journal, daily. Aver. for 1905, 7,598 (©), weekly 17,448 (©).

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1905, 8,077.

Portland. Evening Express, Average for 1905, daily 12,005. Sunday Telegram, 8,423.

MARYLAND.

Annapolis. U. S. Naval Institute, Proceedings of 1/2 copies printed av. yr end'y Sept. 1905, 1,627.

Baltimore. American, dy. Av. 12 mo. to Jan 31, '06, 64,157. Sun., 59,942. No return privilege.

Baltimore. News, daily. Evening News Publishing Company. Average 1905, 60,678. For April, 1906, 72,709.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston. Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.

Boston. Globe, Average 1905, daily, 192,584. Sunday, 239,645. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England" advertisements go in morning and afternoon editions for one price.

The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Boston. Post. Average for April, 1906, Boston Daily Post, 241,316; Boston Sunday Post, 251,089. Daily gain over April, 1905, 16,684; Sunday gain over April, 1905, 59,722. Flat rates, r. o. p. daily, 20 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

Full River. News. Largest circ'n. Daily av. '05, 6,668. Robt. Tomes, Rep., 116 Nassau St., N. Y.

Springfield. Farm and Home. National Agricultural semi-monthly. Total paid circulation, 27,254. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. Good Housekeeping, mo. Average 1905, 206,083. No issue less than 200,000. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England Paid circulation, 40,000. Reaches every post-office in Mass., Vt., and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester. L'Opinion Publique, daily (C). Paid average for 1905, 4,233.

MICHIGAN.

Adrian. Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs, Specials.

Grand Rapids. Evening Press (V). Average 1905, 40,460. Covers Western Michigan.

Jackson. Morning Patriot. average February 1906, 5,365; Sunday, 5,982; weekly, 2,812.

Saginaw. Courier-Herald, daily, Sunday. Average 1905, 12,594; April, 1906, 14,124.

Saginaw. Evening News, daily. Average for 1905, 16,710. April, 1906, 19,726.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,428.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first three months 1906, 96,753.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for April, 1906, 71,728. Aver. Sunday circulation, April, 1906, 71,557.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. School Education, mo. Cir. 1906, 9,850. Leading educational journal in the N.W.

Minneapolis. Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the first three months of 1906 was 2,709. The daily Tribune average per issue for the first three months of 1906, was 105,199.

The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 43,000 daily. The paper Direct is the recognized Want Ad paper of Minneapolis.

Minneapolis. Svenska Amerikanska Posten. Swan J. Tornblad, pan. 1905, 51,512.

St. Paul. Dispatch. Average net sold for year 1905, 60,363 daily.

St. Paul. The Farmer. S.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul. Pioneer Press. Net average circulation for January—daily 25,502. Sunday 48,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. The Winona Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1905, 15,534. Dec., '05, 14,082. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circulation 1905, 55,158. Smith & Thompson, East. Rep.

St. Louis. Courier of Medicine, monthly. Actual average for 1905, 2,925.

St. Louis. Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 5,041 (C). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1905, 106,625; average for 1904, 104,750; average for 1905, 105,541.

MONTANA.

Butte. Inter-Mountain. Stearn average daily circ'n 1905, 11,776. Aver. Dec., 1905, 12,698.

NEBRASKA.

Lincoln. Daily Star. evening and Sunday morning. Actual daily average for 1905, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-American Farmer, weekly. Average 1905, 147,022.

Lincoln. Free Press, weekly. Actual average for 1905, 150,784.

Lincoln. Journal and News. Daily average 1905, 27,092.

Omaha. Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. Stearns aver. for 6 mos. ending Mar. 31, '06, 4,410.

NEW JERSEY.

Elizabeth. Journal. Av. 1904, 5,522; 1905, 6,515; 1905 mos. 1906, 6,963; March, 1906, 7,191.

Jersey City. Evening Journal. Average for 1905, 22,546. Last 3 mos 1905, 23,408.

Newark. Evening News. Evening News Pub. Co. Average for 1905, 60,102; Apr. '06, 62,782.

Trenton. Times. Average, 1904, 14,774; 1905, 16,458; April, 18,525. Only evening paper.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

Binghamton. Evening Herald, daily. Herald Co. Aver. for year end. March, 1906, 12,416 (C).

Buffalo. Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even. 31,027.

Buffalo. Evening News. Daily average 1904, 48,457; 1905 94,690.

Catskill. Recorder. 1905 av. 3,811; 1st 3 mos. 1906, 5,928. Best adv. medium in Hudson Valley.

Corning. Leader, evening. Average, 1904, 6,253; 1905, 6,595.



Cortland Democrat, Friday. Est. 1840. *Aver. 1905, 2,126. Only Dem. paper in county.*

Glens Falls Morning Star. *Average circulation, 1904, daily 2,292.*

Glens Falls Times. Est. 1875. Only evening paper. *Average 1905, 2,471.*

LeRoy Gazette, est. 1895. *Av. 1905, 2,287. Largest ev. cir. Genesee, Orleans, Niagara Cos.*

Newburgh News. daily. *Av. 1905, 5,160. 1,000 more than all other Newburgh papers combined.*

New York City.

New York American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,468 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 7% of all the postoffices; in Delaware 8%, in Pennsylvania 7%, in Ohio 8%, and to 2% to 4% of the postoffices in the Southern States. All advertisements guaranteed.

American Magazine (Leslie's Monthly). *Present average circulation, 256,107. Guaranteed average, 250,000. Excess, 75,296.*

Army & Navy Journal. Est. 1863. *Actual weekly average for first 19 issues, 1906, 9,594 (©).*

Atlantis, Daily Greek newspaper. *Actual average for 1905, 9,355.*

Baker's Review monthly. W. R. Gregory Co., publishers. *Actual average for 1905, 5,008.*

Benziger's magazine, family monthly. Benziger Brothers. *Average for 1905, 44,166, present circulation, 50,000.*

Chipper, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. *Aver. for 1905, 26,228 (©).*

Gaelic American, weekly. *Actual average for 1904, 8,179; for 1905, 28,989.*

Hardware Dealers Magazine, monthly.

For 1905, average issue, 19,029 (©).

D. J. MALLET, Pub., 253 Broadway.

Jewish Morning Journal. *Average for 1905, 54,668. Only Jewish morning daily.*

Leslie's Weekly. *Actual aver. over end, Aug., 1904, 69,077. Pres. av. over 85,000 weekly.*

Music Trade Review, music trade and art weekly. *Average for 1905, 5,341.*

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for 1905, **15,090** copies. Actual weekly average for the first seven-teen weeks in 1906, ending April 25, **16,250** copies.

The People's Home Journal, 544,541 monthly. Good literature, 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. *Average circulation for year ending April, 1906, 5,226; April, 1906, issue, 7,210.*

The Wall Street Journal. Dow, Jones & Co. publishers. *Daily average 1905, 15,152.*

The World. *Actual aver. for 1905, Morn., 505,490. Evening, 571,706. Sunday, 411,074.*

Schenenady Gazette, daily. A. N. Liberty. *Actual average for 1904, 12,574; 1905, 12,058.*

Syracuse Evening Herald, daily. Herald Co., pub. *Aver. 1905, daily 35,552. Sunday 40,098.*

Tilten, National Electrical Contractor, mo. *Average for 1905, 2,645.*

Tilten Press, daily Otto A. Meyer, publisher. *Average for 1905, 14,258.*

NORTH CAROLINA.

Raleigh Biblical Recorder, weekly. *Av. 1905, 8,872. Av. 1904, 9,756. Av. for 1905, 10,206.*

Raleigh Evening Times. *Leads all afternoon papers in circulation between Richmond and Atlanta. Full A. P. dispatches. Actual daily average 1905, 4,251.*

Raleigh News and Observer. N. C.'s greatest daily. *Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.*

NORTH DAKOTA.

Grand Forks, Normandean. *Av. yr. '05, 7,201. Aver. for Jan., Feb., Mar. and Apr., 1906, 7,795.*

OHIO.

Ashtabula, American Sanomat. Finnish. *Actual average for 1905, 10,766.*

Columbus, Hunt-Trader-Trapper, monthly. *Actual average circulation 1905, 22,708.*

Coshocton, Arc. *Daily av. 1905, 2,128; in city 10,000; factory payrolls \$50,000 monthly.*

Dayton, The Watchword. Illus. Young People's Paper. *Av. 1905, 55,519. 15c. per page line.*

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricultural paper. *Cir. 415,000.*

Springfield, Woman's Home Companion. *June, 1906, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.*

Youngstown, Vindicator. *Dy av. '05, 12,910; Sp. 10,178; LaCoste & Maxwell, N. Y. & Chicago.*

Zanesville, Times-Recorder. *Sworn average 1905, 10,564. Guaranteed double nearest competitor and 50% in excess combined competitors.*

OKLAHOMA.

Oklahoma City, The Oklahoman. *1905 aver., 11,161. Apr., '06, 15,284. E. Katz, Agent, N. Y.*

OREGON.

Portland, Evening Telegram. *Circulation 1905, 22,142. Gain over 1904, 871.*

Portland, Journal, Dy. and Sy. *Actual aver. for April 26,210. Aver. year '05, 21,926.*

PENNSYLVANIA.

Erie, Times, daily. *Aver. for 1905, 15,248, April, 1906, 16,978. E. Katz, Sp. Ag., N. Y.*

Harrisburg, Telegraph. *Sworn av., Apr., 15,769. Largest paid circulation in P. B. or no pay.*

McKeesport, Daily News is the Want ad medium because it can prove a greater bona fide circulation than all other McKeesport papers combined. One cent a word in advance. Get advertising rates from R. J. SHANNON, 150 Nassau St., New York.

Philadelphia, Confectioners' Journal. *mo. Av. 1904, 5,004; 1905, 5,470 (©).*

Philadelphia, German Daily Gazette. *Aver circulation, 1905, daily 51,508; Sunday, 44,465 sworn statement. Circulation books open.*

Philadelphia, The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Seal, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. *Sworn daily average for 1905, 106,600; Sunday average April, 1906, 156,284.*



The Philadelphia Press

is the Great Home Newspaper
of Philadelphia

The Press is the only morning newspaper in Philadelphia that has submitted detailed statements of circulation which will insure figure ratings in Rowell's Newspaper Directory for 1906.

The Press is also the only paper in Philadelphia which is honored with all the marks of distinction: the "**Star**" of guaranteed circulation, the "**Gold Marks**" of quality of circulation, and the "**Roll of Honor**," for telling advertisers exactly how many papers it sells.

At the present advertising rate, The Press is unquestionably the best advertising value in Philadelphia.

The advertiser who wants to cover Philadelphia should write for the sworn circulation statements of The Press and "Three Leaflets" on the newspaper situation in Philadelphia.

THE PHILADELPHIA PRESS
PHILADELPHIA

THE S. C. BECKWITH SPECIAL AGENCY

Sole Agents Foreign Advertising

NEW YORK

TRIBUNE BUILDING

CHICAGO

Philadelphia. Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 545,266. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,



"has been pronounced the one that best serves its purpose as "an educator and counselor "for the agricultural population, and as an effective and "economical medium for communicating with them "through its advertising columns." "Unlike any other paper."

"In Philadelphia nearly everybody reads THE BULLETIN.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of April, 1906:

1.....	Sunday	16.....	307,027
2.....	227,639	17.....	326,524
3.....	323,863	18.....	270,025
4.....	231,755	19.....	261,886
5.....	229,667	20.....	257,252
6.....	229,009	21.....	255,116
7.....	224,247	22.....	Sunday
8.....	Sunday	23.....	228,467
9.....	307,240	24.....	237,329
10.....	225,147	25.....	226,809
11.....	228,712	26.....	233,932
12.....	222,445	27.....	220,893
13.....	220,649	28.....	230,900
14.....	226,765	29.....	Sunday
15.....	Sunday	30.....	226,528

Total for 25 days, 6,838,286 copies.

NET PAID AVERAGE FOR APRIL,

233,531 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher. PHILADELPHIA, May 3d, 1906.

Philadelphia. The Merchants' Guide, published weekly. "The paper that gets results."

Pittsburg. The United Presbyterian. Weekly circulation 1905, 21,560.

West Chester. Local News, daily. W. H. Hodgson, average for 1905, 15,227. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Weekly. Average 1905, 226,715. Smith & Thompson. Repts., New York and Chicago.

York. Dispatch and Daily. Average for 1905-12, 551. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation four months ending April 30, '06, 17,502 (noon).

Providence. Daily Journal, 17,625 (6c). Sunday, 20,233 (6c). Evening Bulletin 27,755 average 1905. Providence Journal Co. pub.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505.

Columbia. State. Actual average for 1905, daily 9,582 copies (6c); semi-weekly, 2,625. Sunday '05, 11,072 (6c). Actual average July to Dec. 31, '05, daily 10,152; Sunday 11,624.

TENNESSEE.

Knoxville. Sentinel. Average March 11,592. Carries more advertising in six days than does contemporary in seven. Write for information.

Knoxville Journal and Tribune. Daily average year ending December 31, 1905, 15,015. Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guaranties Star. The leader in news, circulation, influence and advertising patronage.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 24,915. Sunday 55,887. weekly, 80,585. Smith & Thompson, Representatives N. Y. & Chicago.

Memphis. Times, Sunday. Circulation year ending February, 1906, 2,110.

Nashville. Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,702; for 1905, 30,227.

TEXAS.

El Paso. Herald. Av. '05, 5,011; Feb. '06, 5,508. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for year ending May 5, 1906, 3,012 (3c).

VERMONT.

Barre. Times, daily. F. E. Langley. Arer. 1905, 5,527; for last six months, 5,691.

Burlington. Free Press. Daily av. '05, 6,554. Now 7,200, or more. Largest city and State circulation. Examined by Asso. of Amer. Adv.

Burlington. News, daily, evening. Actual daily average 1904, 6,018; 1905, 6,885; December, 1905, 7,491.

Montpelier. Argus. Actual daily average 1905, 2,242.

Rutland. Herald. Average 1904, 3,527. Average 1905, 4,256.

St. Albans. Messenger, daily. Actual average for 1905, 2,051.

VIRGINIA.

Danville. The Bee. Av. 1905, 2,316. April 1906, 2,565. Largest circ'n. Only eve'y paper.

Norfolk. Landmark (6c). Leading home paper. Circ. genuine. No pads. H. K. & C. Co. Sp'l.

Richmond. News Leader. Seven dy. av. 1905, 29,543. Largest in Virginias and Carolinas.

Richmond. Times-Dispatch, morning.

Actual daily average year ending December, 1905, 20,576. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Olympia. Recorder-evening. Just increased to 6 pages daily, 12 pages Saturdays.

Tacoma. Ledger. Daily average 1905, 15,544; Sunday, 20,555; weekly, 9,612.

Tacoma. News. Average, 1905, daily, 15,805; weekly, 6,075.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1905, 2,442.

Wheeling. News. Daily paid circ., 11,196. Sunday paid circ., 11,827. For 1905. Guaranties a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Janeville. Gazette, daily and semi-weekly. Circ'n—average 1905, daily 3,149; semi-weekly 3,059.

Madison. State Journal, dy. Circulation average 1905, 3,482. Only afternoon paper.

Milwaukee. Evening Wisconsin, d'y. Av. 1905, 26,648; April, 1906, 29,894 (6c).





Milwaukee. The Journal, ev'g. Average 1905, 40,517; Apr. 1906, 35,960. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh. Northwestern, daily. Average for 1904, 7,251. Average for the year, 1905, 7,658.



THE WISCONSIN AGRICULTURIST.



Racine, Wis. Est. 1877, weekly. Actual av. for 1905, 41,748; for year ended April 5, 1906, 42,984. Has a larger circulation in Wisconsin than any other paper. Adv. \$2.50 an inch. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

Sheboygan. Daily Journal. Average 1905, 1,610. Only paper with telegraphic service.

WYOMING.

Cheyenne. Tribune. Actual daily average net for 1905, 4,511.

BRITISH COLUMBIA.

Vancouver. Province, daily. Average for 1905, 8,687; April, 1906, 10,859. H. DeClorquo, U. S. Repr., Chicago and New York.

Victoria. Colonist, daily. Colonist P. & P. Co. Aver. for 1904, 4,556; for 1905, 4,505. U. S. Rep., H. C. Fisher, New York.

MANITOBA, CAN.

Winnipeg. Free Press, daily and weekly. Average for 1905, daily, 20,048; weekly, 15,654. Daily, April, 1906, 34,759.

Winnipeg. Telegram. Daily av '05, 18,707; last three months 20,577. (Sat. average 25,000).

Winnipeg. Der Nordwesten, Canada's German Family and Agricultural Weekly. Reached all the German-speaking population of 200,000—its exclusive field. Aver. for the year end April, 1906, 15,208; aver. last six months, 15,668.

NEW BRUNSWICK, CAN.

St. John. Star. Actual daily average for October, November, December, 1904, 6,091.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,035.

Toronto. The News. Sporn average daily circulation for year ending Dec. 30, 1905, 38,282. Advertising rate 50c. per inch. Flat.

Toronto. Star, daily. Daily average February, 1906, 41,928 copies.

QUEBEC, CAN.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 50,259; 1905, 96,771; weekly, 48,207.

Montreal. Star, dv. & wy. Graham & Co. Av. for 1904 dy, 56,795; wy, 125,240. Av. for 1905, dy, 58,125; wy, 126,507.

Of Genuine Value.

The fact that the Le Roy GAZETTE is represented in the Roll of Honor by the year is pretty good evidence of my belief in its genuine value to a publisher who cares to tell what his circulation is.

The Roll of Honor has brought business to the Le Roy GAZETTE to a profitable degree and is therefore a very satisfactory investment.—

Geo. E. Marcellus, Proprietor, The Le Roy "Gazette," Le Roy, N. Y., March 13, 1906.

THE LATEST ADDITION.



On May 19 the publishers of the Indianapolis *News* sought and obtained admission to the famous group of newspapers known as the Star Galaxy. The certificate was issued on the same day, and a photographic reduction of it may be noted on the opposite page. The *News* is represented in the foreign field by Mr. Dan A. Carroll, Tribune Building, New York. All the papers represented by Mr. Carroll are now members of the Star Galaxy, the *News* being the last to join. The full roster of the Star Galaxy is as follows:

ILLINOIS.	
Chicago.....	Daily News.
Chicago.....	Tribune.
Chicago.....	Record-Herald.
Chicago.....	Examiner.
Decatur.....	Daily Review.
Decatur.....	Herald.
Peoria.....	Star
INDIANA.	
Crawfordsville.....	Journal.
Indianapolis.....	News.
MINNESOTA.	
Minneapolis.....	Journal.
Minneapolis.....	Tribune.
Minneapolis.....	Farm, Stock and Home.
Minneapolis.....	Svenska Ameriskanka Posten.
St. Paul.....	Pioneer Press.
PENNSYLVANIA.	
Philadelphia.....	Bulletin.
Philadelphia.....	Press.
Philadelphia.....	Farm Journal.
Pittsburg.....	Post.
West Chester.....	Local News.
NEW YORK.	
Brooklyn.....	Standard Union.
New York City.....	Printers' Ink.
Buffalo.....	Evening News.
Mount Vernon.....	Argus.
Troy.....	Record.
CALIFORNIA.	
Oakland.....	Herald.
COLORADO.	
Denver.....	Post.
CONNECTICUT.	
Bridgeport.....	Morning Telegram and Union.
DISTRICT OF COLUMBIA.	
Washington.....	Evening Star.
GEORGIA.	
Augusta.....	Chronicle.
IOWA.	
Des Moines.....	Successful Farming.
Sioux City.....	Tribune.
MARYLAND.	
Baltimore.....	News.
MASSACHUSETTS.	
Boston.....	Globe
Brockton.....	Enterprise.

MICHIGAN.	
Jackson.....	Morning Patriot.
MISSOURI.	
Kansas City.....	Star.
NEBRASKA.	
Lincoln.....	Daily Star.
Lincoln.....	State Journal and Evening News.
NEW JERSEY.	
Red Bank.....	Register.
OHIO.	
Akron.....	Beacon Journal.
OREGON.	
Portland.....	Journal.
SOUTH CAROLINA.	
Columbia.....	State.
TENNESSEE.	
Knoxville.....	Journal and Tribune.
VIRGINIA.	
Richmond.....	Times-Dispatch.
WASHINGTON.	
Seattle.....	Post-Intelligencer.
WISCONSIN.	
Milwaukee.....	Journal.
Racine.....	Wisconsin Agriculturist.
CANADA.	
Montreal.....	Star.
Montreal.....	La Presse.
Toronto.....	Mail and Empire.
Victoria.....	Colonist.

It may be of interest to state that, although the 1906 issue of Rowell's American Newspaper Directory — thirty-eighth annual edition of consecutive publication — has appeared and is now ready for sale, Guarantee certificates will be issued at any time between now and the time of going to press for the 1907 edition, to publishers deemed eligible for admission to the Star Galaxy. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it.

No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

The amount of one hundred dollars to the publisher of the Star Galaxy is not returnable to the publisher at any time or under any circumstances.

Duplicate.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City, MAY 19 1906

RECEIVED of the Publisher of News, Indianapolis, Indiana.
One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

W. J. King
 Publisher of Rowell's American Newspaper Directory. *Manager.*

\$100.00

CONDITIONS.

The absolute correctness of a circulation rating in Axtell's figures in Rowell's American Newspaper Directory, or to be inserted in the next issue of the book, based upon a certificate from the publisher of the newspaper, or of the actual printing, or of the actual circulation, for the year ending on the date of the issue of the Directory, is secured by the publisher of the paper by the payment of one hundred dollars to the publisher of the Directory as a permanent deposit. The guarantee is perpetual so long as the newspaper furnishes statements in detail duly substantiated that the Directory continues to be published. The money paid is not returnable to the publisher at any time or under any circumstances.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. *Aver. 1905, Daily \$8,590 (◎◎). Sunday 48,751. W'y, '04, 107,925.*

ILLINOIS.

CHICAGO INLAND PRINTER. Actual average circulation for 1905, 15,866 (◎◎).

GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more class'f'd date than all others in its line.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark. Because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

THE LEWISTON EVENING JOURNAL (◎◎) is the only Gold Mark paper in all Maine.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎) greatest trade paper; circulation universal.

BOSTON PILGOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

TEXTILE WORLD RECORD (◎◎). Boston. Nearly 200 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

NEW YORK TIMES (◎◎). Largest high-class circulation.

BROOKLYN EAGLE (◎◎) IS THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎).—A technical journal of character and standing.—*Times, N. Y.*

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ELECTRICAL REVIEW (◎◎) covers the field best and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE. *In 1905, average issue, 19,020 (◎◎).*

D. T. MALLETT, Pub., 253 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a big-grade advertiser.

ELECTRICAL WORLD (◎◎), established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers to be 20,389 average weekly from January 6th to March 31, 1906.

VOGUE (◎◎)

is a

GOLD MARK PAPER.

Printers' Ink recently credited VOGUE with carrying more advertising than any other of the leading weeklies.

A sample copy of VOGUE will be mailed to any one who will cut out this advertisement and send it to VOGUE with name and address. We want you to study this paper, which is the leader among fashion publications. There is a reason why VOGUE carries its quantity of advertising. Send for a sample copy and see why.

VOGUE,

11-13-15 East 24th St., New York.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great— influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

THE CARRIAGE MONTHLY, Phila.; technical journal; 40 years; leading representative magazine.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average 1905, 106,600; Sunday average April, 1906, 156,284.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

THE PUBLIC LEDGER (☉☉)—Independence, Mo., and **Public Ledger** are Philadelphia's main marks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. **PUBLIC LEDGER** gained 1,365 columns advertising in five months ending Dec. 1st, 1906, over same period 1904.

RHODE ISLAND.

PROVIDENCE JOURNAL (☉☉), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

THE NEWS AND COURIER (☉☉), Charleston, S. C. Paid circulation of highest class in every part of South Carolina and adjoining States.

TENNESSEE.

THE TRADESMAN (☉☉) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (☉☉) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (☉☉). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (☉☉), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (☉☉) and the **EVENING MAIL**. Circulation 15,558, flat rate.

THE KANSAS CITY "STAR."

The latest rate card of the Kansas City *Star* contains the following interesting information to advertisers:

THE "STAR'S" FIELD.

Not Kansas City, Mo., or Kansas City, Kan., but the city at the mouth of the Kaw, on both sides of the State line and including the adjacent towns which, although really a part of Kansas City, have separate organizations, has a population, based on conservative figures, in excess of 300,000. All these people are served by the *Star* by carrier, morning and evening, and there are few dwellings which the *Star* does not enter twice a day. Kansas City has gone forward rapidly in the last ten years, not in the strides of a "boom" but a solid, substantial and healthy growth, and never were prospects better for a continuation of these happy conditions. Just to fix your idea of Kansas City as the great Mid-continent city that Kansas City is—

First in agricultural implement sales,

First as a primary wheat market.

Second in packing houses and packing house products.

Second as a live stock market.

Second as a railway center.

Seventh in National Bank deposits.

Tenth among the cities of the United States in bank clearings.

Is not surpassed in fertility, productiveness and enterprise by the trade territory of any American city. First of all is Western Missouri and the great and prosperous State of Kansas,

of which Kansas City is the natural metropolis. In addition to its riches from the soil, the discovery of gas and oil has brought great wealth to Kansas, Oklahoma and Indian Territory, soon to be brought into the Union, naturally look to Kansas City as a metropolis. These States and Territories are the direct field of the *Star*, evening and morning, but the *Weekly Star* reaches out, besides, to Nebraska, Colorado, Texas, New Mexico; in fact, to all the great Southwest, to whose virgin lands homeseekers from Eastern and Middle States have been flocking by the thousands for several years.

Publishers, as a rule, write poor advertisements for their own proposition, and maybe the reason is, in most cases, their lack of faith in advertising. The above exposé of the *Star* is one of the few good advertisements which attracted the attention of the Little Schoolmaster. There are perhaps not as many as two dozen newspapers in the United States which can boast of the quality and volume of circulation in a given territory as the *Star* can. The *Star* is a member of the famous group of newspapers designated and known as the *Star* Galaxy.

CRITICISING THE CRITIC.

Editor of PRINTERS' INK:

On page 31 of your issue of May 23d you exhibit an example of alleged "damphoolism" on the part of an advertising expert. On page 39 of the same issue it seems to me that in your department of "Commercial Art Criticism," your editor gets down about as low as the other fellow. Cook's Imperial Champagne makes use of the sentence: "Not only the best American Champagne—but the best CHAMPAGNE." That's a good sentence. In my opinion it is true. If it is true it is a tremendously valuable sentence. Your Mr. George E. Hridge suggests substituting: "Nothing quite like it." That statement is also true, doubtless, but if true is it valuable? If the criticism of the wording of the Cook advertisement does not indicate damphoolism does it not come pretty close to ass'ninity? I am,

AN AD SCHOOL PUPIL.

NEW YORK, May 24, 1906.

The Gunning System has opened a department under the general and comprehensive title of "The Gunning System Business Builders," with offices in Chicago, St. Louis, and Kansas City. This innovation includes in its scheme of business promotion the stimulative forces of billposting, printed bulletins, newspaper, magazine and merchandise advertising.—*Billposter and Distributor.*

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

THE Denver Post, Sunday edition, April 15, 1906, contained 5,536 different classified ads, a total of 112,916 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C., carries DOUBLE the number of WANT Ads of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the Press, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE Champaign NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE Indianapolis NEWS during the year 1905 printed 26,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER and LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1906, printed a total of 427,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,990 over 1904, and was 15,847 more than any other Boston paper carried in 1905.



25 CENTS for 30 words, 5 days.

DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result better; circulation in excess of 15,500; 1c. word; 1/2c. subsequent.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 20,000 ads each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed.

Correct statement of classified Wants printed in March, 147,014 lines. Individual advertisements, 23,385.

Circulation, 1903, 57,030; 1904, 64,324; 1905, 67,588. First three months 1906, 69,082. The average Sunday circulation, 69,384.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,888.

NEBRASKA.

LINCOLN JOURNAL and NEWS. Daily average 1905, 27,092, guaranteed. Cent a word.

NEW JERSEY.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent a word. Largest circulation.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 3 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL. Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS. Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

THE WATERTOWN TIMES prints more classified advertisements than all the other newspapers in Northern New York together.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for Want ads mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD. Circ. Mar. '06, 7,184. Examination by A. A. A., June '05. Biggest Daily in N. D. La Coste & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 12,661. Publishes more Wants than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday leads in "Want ads," as well as in circulation, in Portland and in Oregon.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

**WHY DON'T YOU PUT IT IN
THE PHILADELPHIA BULLETIN?**
Want Ads in THE BULLETIN bring prompt returns, because "in Philadelphia nearly every body reads THE BULLETIN"
Net daily average circulation for April, 1906:
233,531 copies per day.
(See Roll of Honor column.)

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

SOUTH CAROLINA.

THE Columbia STATE (©) carries more Want ads than any other S. C. newspaper.

THE NEWS and COURIER, Charleston, S. C. Greatest Southern Want ad medium; 1c. a word; minimum rate, 25c.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857) covers entire Province. Greatest Want Ad medium on the Canadian Pacific coast. W. Clarence Fisher, 634 Temple Court Bldg., N. Y., Special Eastern Agent.

CANADA.

THE Halifax HERALD (©) and the **MAIL**—Nova Scotia's recognized Want ad mediums.

THE CHARLOTTETOWN GUARDIAN, Prince Edw. Island's classified medium; 1/2c. word; 25c. week.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825. Saturdays 113,892—sworn to.) Carries more wants than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the Want ad medium of the Maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY TRIBUNE** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

LIFE OF THE WEEKLY PAPER.

The weekly newspaper lives a full week before it passes its prime. It is not old until the time has come for the next succeeding issue. All publications cease to have fresh interest after passage of the period existing between their dates and the next numbers of the series. But they retain their interest for their constituencies until that period has expired; and so the useful, active life of a weekly is seven days, after which it is like any other publication, whether daily or monthly—preserved, perhaps, for something special it contains, but put out of date by the latter issue.—*Chicago Newspaper Union.*

NOTES.

A cow's tail has a limited circulation, but it reaches the fly.—*Agricultural Advertising.*

You can not get ahead by calling on the other fellow to stop.—*Agricultural Advertising.*

A PACKET of recent literature from the Bell Telephone Company of Philadelphia shows about a dozen slight bits of printed matter, some pretty, some purposeful, and all designed to reach a definite class of people and speak a brief message for the telephone.

A PITHY general booklet, dealing with the advisability of advertising for the retail merchant, right now, is being sent around locally by the Montreal *La Presse*. It is in English, and demonstrates the value of that paper's French circulation in bi-lingual Canada.

The Mergenthaler Linotype's latest catalogue, issued from New York, shows numerous faces of type and border that have been completed for this machine, with specimens of intricate book, news and mathematical composition, advertising display and Hebrew newspaper faces.

The United States Navy Department recently ordered an extra large showing of 8-sheets for the smaller towns, and the Marine Corps has also ordered 20,000 12-sheets for recruiting purposes, all of which is being placed through the Associated Billposters' and Distributors' Protective Company, of New York.—*Billposter and Distributor.*

No praise is too high for the artistic manner in which the pressed steel boats of the W. H. Mullins Company, Salem, Ohio, have been shown in a recent catalogue. Instead of lifeless pictures of these pleasure craft they have been photographed in attractive scenery, and in actual use, the resulting pictures being employed as backdrops and decorations for description.

THIRTY - EIGHTH

The 1900 Ready for Del



PURCHASERS of this edition of the **Newspaper Directory** are a valuable asset for future use; for this directory is particularly valuable in the few years that follow its publication to contain the reiteration of all the information accorded to all the newspapers for the year. In future issues the Key will be of use, and the plain story about every paper sold in the country for 1907 will have a condensed résumé of the detailed story, as shown in the present issue. It is of great value to those advertisers whose contracts are about to expire, as to make welcome to them everything that they need for the editions issued by the newspaper under their contracts.

Cloth and gold, 1,500 pages

Sent carriage paid on receipt

Address, with check, THE PRINTERS' INK PUBLISHING COMPANY

- EIGHTH YEAR

6 Issue Delivery Now

This edition of **Rowell's American**
 are advised to preserve it carefully
 this particular volume will become more
 years that follow. It will be the last issue
 all the varying circulation ratings
 newspapers for the preceding sixteen years.
 be out of use, the letter ratings disappear,
 paper fold in plain words. The Directory
 résumé of the past ratings, but the whole
 the present issue, will often be of marked
 the contents are for such considerable amounts
 anything that throws light upon the stability
 newspaper under consideration.

500 pages. \$10 net cash.

paid on receipt of price.

COMPANY, Publishers, 10 Spruce Street, New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position selected by the advertiser, if granted, double price demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of any of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. SEARS, 50-52 LUDGATE HILL, E.C.

NEW YORK, MAY 30, 1906.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

THE Little Schoolmaster is good for two things—for its facts and its ideas—for its information and its stimulation.

THE real estate situation in and around the city of Columbia, S. C., was exhaustively treated in a special issue of the *State*, which appeared on April 19th.

MR. THOMAS NEWTON RANBALL, local advertising solicitor of the Chicago *Daily News*, was married to Miss Minnie Cramer of Clarinda, Iowa, May 23. After June 21st they will be at home at 116 S. 52d avenue, Chicago.

THE St. Louis Advertising Men's League is planning an annual outing for July. Last summer a trip was made to Blue Springs Lodge.

THE New Jersey Legislature lately passed a bill which requires the name and address of an author and printer to appear as an imprint on any circular, handbill, booklet or poster which contains a charge of crime, official misconduct, etc.

RALPH W. BIXBY, who has had charge of the advertising department of the Eastern division of the English Woolen Mills Co. for the past two years, directing the advertising of their eight Eastern stores, has gone to Cleveland to take a position in the Publicity Department of the Sherwin-Williams Co.

"SELLING MAGAZINE" OUT.

The first issue of the new advertising journal devoted to machinery publicity, the *Selling Magazine*, is published from the office in the Postal Telegraph Building, New York. It contains articles on various phases of marketing both in this country and abroad, and maintains that the selling of machinery, heretofore conducted along primitive lines, can be brought to an efficiency in keeping with the best methods of modern manufacturing.

FIRST BUSINESS FROM 'FRISCO.

The first advertising orders following the San Francisco disaster, says Edgar M. Swasey, were sent out from his re-established agency in Oakland. They were Hillyer, McInnes & O'Brien, attorneys, to fifteen of the largest Eastern dailies; McWilliams & Healey Insurance to large dailies on Pacific Coast; Paraffine Paint Company to all dailies in California; Conservative Rubber Company to general magazines; Paul Rieger & Co., to magazines,

EDW. S. MILLER, formerly of the Moll agency, has now joined the forces of La Coste & Maxwell, special newspaper representatives.

THE Golden Gate Advertising Agency, recently burned out in San Francisco, has opened temporary offices at Reno, Nevada. This agency placed the business of California Fig Syrup, which has been stopped for the time being.

ACCORDING to the *Morning Mercury*, the population of New Bedford, Mass., is now 79,078. This is a gain of 4,716 over the census taken one year ago, and indicates a thriving condition of affairs among the cotton manufacturers.

THE *Ladies' World*, New York, is sending to a large number of advertisers a small box containing a half-dozen pencils, each stamped with the name of the recipient in gold letters. This novelty is said to be original. The pencils are furnished by the Imprint Pencil Co., 23 Duane street, New York.

THE Nazareth Waist Company of 350 Broadway, New York, is sending to retailers a good series of help-books to promote the sale of Nazareth waists for children. A novel feature is a page of "ready-to-print" advertisements, with perforated borders, which store-keepers may tear out and use as advertising copy.

COURTS INVESTIGATION.

"THE NATIONAL SUNSHINE LEGION,"
Incorporated.

Office: 147 W. 23d Street,
NEW YORK, N. Y., May 17, 1906.

The *National Sunshine Legion* wishes to contradict statements made in *PRINTERS' INK* of May 9. Our books are open for investigation by anyone.

We have neither solicited nor have we accepted any advertisements for the journal. We wish to continue in our work and in our own name and not to be confounded with the *Sunshine Bulletin* or International Sunshine Society. We stand on our own merits.

CAROLYN J. FRALICK,
Superintendent.

"OUR NEIGHBORHOOD" is a sprightly business monthly published by the employees of the New York National Exchange Bank.

THE Macdonald-Olmsted Advertising Company, of Buffalo, Western managers of the Morse International Agency, have opened offices in the German-American Bank Building, Buffalo. An opening reception was given by the officers of the company on May 17.

MR. EDMUND T. SMITH, formerly of the *Booklovers Magazine*, has been added to the staff of *Suburban Life*, as assistant to Mr. David D. Lee, Eastern advertising manager. Mr. Lee and Mr. Smith will together cover the entire Eastern field, including New England, with headquarters at 156 Fifth avenue, New York.

A TABULATION of all cases of accidental poisoning, and of injury or death from the misuse of medicines, as reported in the newspapers of the United States during the ten months ending May 1, 1906, refutes the statements sometimes made that "patent medicines" are "killing the people." Of all accidents it is shown that 56.80 per cent are due to miscellaneous poisons, 40.61 per cent to non-patent medicines and 2.52 per cent to "patent medicines."

SIXTEEN hundred newspapers tell in Rowell's American Newspaper Directory how many copies they printed during the preceding year. Of these fifty-one are so confident of the accuracy of their figures that they practically offer a reward of \$100 to anyone who can and will prove their statements to be incorrect. That is what the Star Galaxy means. Publishers who are not as careful as they might be about issuing figures of output are apt to have cold chills when they think of the risk they would be running by becoming members of the Star Galaxy.

ADVERTISING in a first-class trade paper brings direct trade to the wholesaler and greatly assists the traveling salesman.

WORK will soon be started on a new ten-story building for the Los Angeles *Express*, at Seventh and Spring streets, that city.

COLONEL WILLIAM C. HUNTER, publisher of the *Star Monthly*, Oak Park, Ill., has resigned as secretary of the W. D. Boyce Co., Chicago, and will retire from active work therein in July to devote himself to his own publication.

THE *Boot and Shoe Recorder*, of Boston, has been incorporated under the laws of Massachusetts, with capital stock of \$150,000 and the following officers: President, William L. Terhune; vice-president, Charles H. McDermott; treasurer, Everit B. Terhune.

OTIS OWNS CLEVELAND "NEWS."

The ownership of the *Cleveland News* was erroneously credited to Medill McCormick in a recent issue of PRINTERS' INK. Mr. McCormick is publisher of the *Cleveland Leader*, while the *Cleveland News* was purchased by Chas. A. Otis, Jr., a year ago and later absorbed the *Cleveland World* and evening *Plain Dealer*. The *Leader* is a morning paper, and the *News* an afternoon daily, now claiming circulation in excess of 72,000 copies.

A NEW monthly magazine, to appear next September, is announced from Chicago, called the *University Digest*. It will give a scholarly epitome of religious, scientific, sociological and other articles from general periodicals. The University Research Extension, Auditorium Building, will act as publishers. *Triggs' Magazine* is to be merged with the new monthly.

AN AD-WRITING BUREAU.

THE following extract from a letter to Rowell's American Newspaper Directory, written by the Carson Trench Machine Company of Boston, should interest manufacturers of machinery and appliances for contractors and municipal engineers:

An adwriting bureau is maintained in connection with the *Evening Standard* and *Morning Mercury*, of New Bedford, Mass. During 1905 the four members of this bureau supplied original copy and designs for 2,644 advertisements, 1,671 ads were rewritten, and the total space occupied was 64,779 inches. This service was absolutely without charge to advertisers. For ten years the department—the first newspaper adwriting bureau established in New England—has worked for the betterment of local advertising and co-operated with general advertisers and advertising agents in furnishing information about New Bedford and its surrounding territory. If new articles are to be introduced, in connection with an advertising appropriation, it is part of the Adwriting Bureau's service to furnishing traveling representatives with valuable introductions. If reports are desired on the sale of any articles advertised in New Bedford, this bureau will furnish them promptly and accurately.

"We follow the letting of sewer contracts in all parts of the country, and the Directory's office is to supply names of newspapers published in localities where such contracts are let, enabling us through them to get early information as to the successful bidders.

"We find this to be a more satisfactory method than depending upon the newspaper clipping agency."

Quick reports of contracts awarded are often invaluable to manufacturers, and the authentic information which Rowell's American Newspaper Directory contains in regard to local newspapers may be of more use than half a dozen clipping agencies combined with the contract departments of all the leading engineering journals.

THE Cramer-Krasselt Company, of Milwaukee, doing a combination printing and advertising agency business, has leased new and larger quarters on the first floor of the Montgomery Building, at Michigan and Milwaukee streets, that city.

THE Painter-Tobey-Jones agency, of Chicago, is said to have closed a contract for handling the Gillette Safety Razor advertising. This agency is establishing a New York branch office in the Times Building, where the Gillette Sales Company is also located, and will put Mr. Kendall in charge of both the razor account and its Eastern interests.

BILLBOARDS GOING UP.

Varney & Green, the San Francisco outdoor advertising firm, are rapidly rebuilding their plant in that city, posting paper printed in Los Angeles on all available locations. Mr. Green places their total loss at \$300,000, partially insured. About half of the San Francisco plant was destroyed, but \$40,000 worth of lumber has already been ordered and a force of over 400 men is being collected to rush the work of rebuilding. Mr. Green asserts with confidence that within thirty days they will be caring for all paper.

ADVERTISERS CANNOT CENSOR NEWS.

The St. Louis *Star-Chronicle* publicly announces that the Wm. Barr Dry Goods Co., of that city, has withdrawn its advertising from the paper because it recently published as news the facts concerning the arrest of a chauffeur employed by Geo. M. Wright, president of the dry goods company, who was charged with reckless motoring. In an editorial the *Star-Chronicle* emphatically denies the right of any advertiser to control its news pages, and says that it will print all the news even if the paper has to be issued without a line of advertising.

THE SAVANNAH, GA., "PRESS."

A comparison of the classified columns of the Savannah, Ga., *Press* for the first four months of this year with the same months of 1905 shows the following results: The increase for January was 15 per cent, February 33 per cent, March 42 per cent, April 54 per cent. This showing is in a large measure due to the efforts of Mr. G. P. Talbott, who became manager of classified advertising for this progressive paper last December. The *Press* is not conducting schemes, nor carrying on gift enterprise; the only inducements held out to advertisers and agents are reasonable rates and profitable returns.

THAYER SELLS STOCK.

John Adams Thayer has sold part of his stock in *Everybody's Magazine*, and will retire from active participation in the Ridgway-Thayer Co. June 1, though retaining an interest in the company that makes him the third largest stockholder. His reason for this action, it is said, is an unwillingness to join in launching a new magazine which the company contemplates putting out—a weekly. Mr. Thayer has been instrumental in building the advertising patronage of *Everybody's* from \$120,000 a year to over \$750,000, and leaves the advertising department in charge of Robert Frothingham, formerly advertising manager of *Life*. His interest is said to have brought \$250,000. No change in the policy of *Everybody's* is contemplated. The chief stockholders are Erman Ridgway and G. W. Wilder, the latter the active head of the Buttrick Publishing Co.

A rating given in PRINTERS' INK's Roll of Honor practically fixes the circulation of a paper beyond dispute.

KENDALL BANNING, junior partner in the advertising firm of Bruce & Banning, New York, was married to Miss Hedwig V. Briesen, on May 19, at Fort Wadsworth, Staten Island, N. Y.

R. F. MARKHAM, advertising manager of the St. John (N. B.) *Sun* and *Star*, is to take charge of the advertising and circulation departments of the *Sun*, at Brandon, Manitoba.

LARGEST TECHNICAL AD. FROM HIS GRATEFUL EMPLOYERS.

What is said to be the largest advertisement that has ever appeared in a technical journal is found in the *Engineering Record* of May 12. Occupying sixteen pages, it gives an illustrated review of the construction contracts carried out by Frank B. Gilbreth, the contracting engineer, New York City, and was inserted with a view to securing contracts on the Pacific Coast. Bruce & Banning, New York, prepared this advertisement, and say that Mr. Gilbreth is sending out 20,000 copies as a circular, thus saving the expense of a catalogue and giving his story the authority of the *Engineering Record*, which is one of the leading construction journals of this country.

The directors of the Phelps Publishing Company of Springfield, Mass., granted Mr. Whitney, their advertising manager, a three months' trip abroad, with their best wishes and a sizeable check. This in consideration of his faithful and meritorious services in the company for twenty-five years. Mr. Whitney, accompanied by Mrs. Whitney, sailed Saturday, May 19, on the Canopic of the White Star line, for Naples, and will return on the Republic, leaving Liverpool August third.

CIRCULATION TOPICS.

The following subjects will be discussed at the convention of the National Association Managers of Newspaper Circulation, to be held at the Hotel Seelbach, Louisville, June 5-7:

Debate—Resolved, that the use of premiums is an unnecessary expense, and should be abolished.

Debate—Resolved, that the postal authorities should be applied to in behalf of the rural carriers, and that the same privilege should be extended to them that is now granted postmasters.

How to Keep the Circulation Department in Touch with the Editorial Rooms.—Wm. Elder, *Telegram*, Toronto.

How to Promote and Maintain Circulation by Independent Carriers in Towns from 10,000 to 100,000 Population.—Sidney D. Long, *Eagle*, Wichita, Kan.

Is the Comic Supplement a Desirable Feature?—W. J. Darby, *Mail and Empire*, Toronto.

Experience of Those Who Have Cut Out Return Privilege.—Alfred Zimmerman, *World*, New York.

How to Get the Best Results Out of the Newsboys.—J. S. Bishop, *Tribune*, Salt Lake City.

Newspapers Before and After the Earthquake.—H. J. F. Berkeley, *Bee*, Sacramento, Cal.

Is a Mailer a Skilled Laborer, and is this Labor Eligible as a Union to be Affiliated with the Typographical Union?—F. G. Hay, *News*, Indianapolis.

The Benefit of Being a Member of Our Association.—Thos. Downey, *Globe*, Boston.

Cost of Supplies and the Best Way to Assist Our Managers in Saving in Purchase of Them.—W. H. Gillespie, *Free Press*, Detroit.

PROPRIETARY CONVENTION.

The twenty-fourth annual convention of the Proprietary Association of America was held at the Hotel Astor, New York City, May 15-17. The organization now has 260 members. Questions of rates, prevention of price-cutting, discounts, breakage and others matters that arise in transactions between manufacturer and retailer, were discussed with delegates from the retail and wholesale druggists' associations. The following officers were elected:

President, Frank J. Cheney, Hall Chemical Company; first vice-president, J. W. Kennedy, E. C. De Witt & Co., Chicago; second vice-president, A. H. Beardsley, Dr. Miles Medicine Company, Elkhart, Ind.; treasurer, W. S. Douglas, Douglas Manufacturing Company, New York; and secretary, Orient C. Pinckney, Himrod Manufacturing Company, New York. Executive committee: H. H. Good, Carter Medicine Company, New York; W. H. Grove, Lydia Pinkham Medicine Company, Lynn, Mass.; Joseph S. Hindes, Emerson Drug Company, Baltimore; H. E. Bucklen, H. E. Bucklen & Co., Chicago; R. R. Land, Dr. Kilm-r Company, Binghamton, N. Y., and D. M. Newbro, Newbro's Herpicide Company, Detroit.

THE *News*, of Providence, R. I., has been re-named the *News-Democrat*, and Peter J. Trumpler, formerly with the Providence *Telegram* and Pawtucket *Times*, has assumed the business management.

THE Austin (Texas) *Statesman* has been incorporated and moved into a new building. Its capital stock is \$30,000, with John H. Kirby president, and M. L. Goodwin business manager. S. C. Beckwith, New York and Chicago, represents the *Statesman* in the foreign field.

ADVERTISING GOLF.

Two golf games were played at Montclair, N. J., May 16, by the New York Advertisers' Association. In an eighteen-hole handicap W. C. Freeman, M. Whitlatch and E. A. Freeman tied with a score of 85, Mr. Whitlatch winning in the play-off (80), with E. A. Freeman second (83.) Jason Rogers won the net-score prize (88-14-74). In a four-ball foursome M. Whitlatch and E. A. Freeman made a net score of 72 from 3 handicap, and the same score from 14 handicap was made by J. C. Platt and J. H. Staats. The rival pairs tossed for first and second prizes and Whitlatch and Freeman won.

ADVISED TO GET WISE.

Butler Brothers, the Chicago wholesale house, have just issued a new booklet for retail merchants entitled "The Retail Mail-Order Problem." It deals with methods of fighting the competition of large mail-order houses, and as the "solution" of this problem for the local retailer is believed to be advertising, merchants are advised to post themselves on advertising methods by reading a reliable advertising journal, which deals both with retail advertising and mail-order methods. Copies of this booklet are mailed to merchants who ask for it. Out of 300,000 local retailers in the United States more than 40,000 have secured copies to date.

THE *National Advertiser* is still advocating a dead issue—antagonizing advertising in magazines. In a recent issue sixty-two reasons are advanced why advertising in magazines doesn't pay. Publisher Eiker should have printed the matter referred to in his Bug House Department, which he admits is the only readable section of his paper.

CHICAGO MOVINGS.

The Franklin Advertising Agency, Chicago, has moved from the Marquette Building to the Stewart Building, State and Washington streets, that city. Other Chicago advertising and publishing removals are: *Ad Sense*—from the Marquette Building to Stewart Building; Kane-Franklin Advertising Agency—from 84 Adams street to the Y. M. C. A. Building, LaSalle street; *Irrigation Age*—to larger offices in the Boyce Building; Western office of Cushman's Six, G. A. Wallace, representative, to larger quarters in Boyce Building.

AGENCY CELEBRATES.

At the annual "round-up" of the White's Class Advertising Company, held in the Auditorium Hotel, Chicago, May 22, many of this agency's clients and most of the staff from its New York offices were present. Hon. T. D. Harmon, of the *National Stockman and Farmer*, Pittsburg, acted as toastmaster. Addresses were made by Hon. W. B. Otwell, Carlinville, Ill.; Hon. F. D. Coburn, Secretary Kansas Department of Agriculture; Hon. J. H. Hale, the Connecticut "peach king;" and Prof. P. G. Holden, the corn expert of Iowa Agricultural College. A discussion of advertising improvement followed. The factory of Crofts & Reed, who sell on the "factory to family" plan, was visited in tallyhos the day after the dinner, and a luncheon was also served at the plant of Sears, Roebuck & Co. prior to an inspection of the largest mail-order business in the world.

A. G. GUERDAN & Co., of 1609 Chestnut street, Philadelphia, send out an informative booklet on oriental rugs, telling of their history, and proper method of cleaning, repairing and storing.

"HOUSE BEAUTIFUL" NOT AFFECTED.

The recent transfer of the book publishing business of Herbert S. Stone & Co., Chicago, which was purchased by Fox, Duffield & Co., New York, does not in any way affect the *House Beautiful*. For more than four years this monthly magazine has been the property of Herbert S. Stone as an individual, who will continue to edit and publish it at its present offices in the Republic Building, Chicago. Ernest F. Clymer is advertising manager.

AN IMPORTANT CONFERENCE IN SOUTH AMERICA.

At the third International Conference of American Republics to be held in Rio de Janeiro this summer, from July 21 to September 1, many important questions of trade, commercial treaties, more rapid communication between South America and other nations, the distribution of statistical information, etc., will be discussed. The United States will send seven delegates, including Hon. Elihu Root, Secretary of State, and Hon. William I. Buchanan, former minister to Argentina. W. J. Johnston, publisher of the *American Exporter*, New York, will also attend the conference on behalf of a number of American manufacturers who have retained him as representative, and at its conclusion will extend his tour through the Atlantic Coast of South America, crossing the Andes and also covering the Pacific Coast, calling at the principal seaports of Brazil, Uruguay, Argentina, Chili, Peru and Ecuador. Last summer Mr. Johnston was a member of the Taft party, visiting Hawaii, Japan, the Philippines and China.

Pennsylvania Grit, of Williamsport, Pa., has issued a folder which contains just the sort of information that an advertiser wants. A detailed report of copies printed in 1905 and the first four months of 1906 is supplemented by an outline map showing distribution by States. Two pages are given to news notes about the paper, and several more contain reasons why *Grit* has proven a satisfactory medium.

LEWIS AT LAST TO GET A FAIR INVESTIGATION.

The Postmaster-General has authorized an investigation of the publications of the Lewis Publishing Company by a special commission, composed of five representatives from the classification bureau of the Postoffice Department and five St. Louis men, who are to be appointed by E. G. Lewis. This commission, in its report, will indicate whether Lewis has been, and is, defrauding the Government in mailing his publications as second-class matter.

It is now very generally believed here that Lewis is at last to have fair treatment and just investigation by the Government. Some, however, consider it remarkable that Lewis and his institutions have been subjected to the Federal indictments, at the instigation of the local postoffice inspectors, who procured the fraud order against the bank and Lewis himself; that he has been mulcted to the extent of nearly a half-million dollars in expense and losses, and that now, at the end of a year, the facts are to be ascertained.

In St. Louis, Lewis's success in obtaining this investigation is received with a great deal of satisfaction. The feeling that he should have fair treatment is growing, and there is a demand that the arbitrary power placed in the hands of the Postoffice Department to declare a man or institution fraudulent on secret reports and without trial, be curtailed if not entirely withdrawn.—*Indianapolis News*, May 14, 1906.

W. H. BLACK.

Written by Thomas Balmer.

It is not considered good form for a father to write about his son's success. But I take the liberty of believing that when we write of the successes of our sons of business—not of our blood—no one is better qualified than the fathers of these sons. They do certainly know them best.

It is only a little over five years ago that a young Princeton man who had learned to give and take hard knocks, with a smile and without malice, on the Princeton football team of 1898, went to lunch with me. We met that we might talk over his suitability to take charge of and push the circulation department of the *Saturday Evening Post*.

Incidentally he had learned something of advertising, and he wanted to know why he could not get in the advertising department instead of the circulation department.

My test of his sincerity was—"How much do you believe in this?" The evidence of that belief was his willingness to go to work for ten dollars a week.

What he was told then, and what many others have been told since, was that the price paid to a "greenhorn" formed but a small part of the cost of his education—for the "greenhorn" often during the first six months of his business career spoils more good business than ten times his salary would amount to. How much this aspirant for advertising fame did spoil, I never knew—for he could not escape the logical fate—but events have proved it was worth the cost.

When I retired from the Curtis Publishing Company's employment he paid me the high compliment of preferring to go with me "to continue his advertising education," as he called it, rather than stay with the Curtis Publishing Company.

He might have had a very large increase in his salary, which by that time, of course, was very much larger than the amount I have mentioned.

I believed then, and I say now, that I could not have made the success that we made in the administration of the Chicago office of the Butterick Company, without Mr. Black's enthusiasm, energy, and ability—powers which were making themselves felt and winning recognition everywhere. The best evidence of the recognition of Mr. Black's ability were the criticisms which I began to hear. Such criticisms are the inevitable fate of any man who lives up to a business principle which varies in any degree from set precedent.

Like the constant washing of waves on the shore there is always at work a constant effort to overcome the established line of right. And all elements seem to conspire together to break down and encroach upon the protection of these rights as the Butterick Company interpreted them.

It was a great comfort to me to feel that I had in my office a man of Mr. Black's type—a mind trained to study. He gave his time and thought to the exclusion of everything else, to the study of his business.

More than any other quality that concentration of attention quickly equipped him to become the most prominent advertising representative in the West.

He quickly absorbed all the underlying scientific principles that must attach to the intelligent development of advertising to-day and in the future.

Thus, as the years rolled on, he became so well qualified that it made it easy for me to leave Chicago to take charge of the advertising department of the Butterick Company, with headquarters in New York.

When Mr. Ralph Tilton was selected as my successor Mr. Black pledged and gave him his loyal support, and hearty co-operation in everything he attempted. During that twelve months the volume of business passing through the Western office has demonstrated the loyalty and cordiality of that co-operation.

In the enlarging and broadening of editorial policy it became natural that he should turn to the man who had made good necessary that Mr. Tilton should under two administrations and



MR. W. H. BLACK,

WHO SUCCEEDED RALPH TILTON AS ADVERTISING MANAGER OF THE BUTTERICK TRIO.

devote his time exclusively to that who had grown in ability to manage a larger and growing business department. Mr. George Wilder looked for a successor to him in the most important office; and

that he should give to this young man—capable, enthusiastic and hard-working—the advertising management of the Butterick publications, and the responsibility for its conduct.

Mr. Black will have to meet all the emergencies of the future of these magazines, which are not second to any published in this country, either for the quality of the magazines issued; for the purpose for which they are designed; or for volume of the circulation which they have attained; or the price average for which that circulation is sold by their advertising department.

Dr. Van Dyke, the speaker at the publishers' banquet said, "There are no self-made men. They are men who have availed of the opportunities that were created before them, and it is enough praise that the man should be able to see opportunity and be qualified to avail of it."

His opportunities have come fast to this young man. He has been equal to them. I believe that in the new position to which he has been called he is qualified not only for present conditions, but will be equal to meet all the emergencies that may arise in the future.

He will ripe them in his experience.

From this young, fresh mind, thoroughly trained in advertising and in advertising conditions, we have a great deal to hope for. I believe that all the advertising world will some day be his debtor.

So much for what W. H. Black has been and may be in his business future. Nothing has been said of the personal qualities that he possesses. Qualities that have made him hosts of friends everywhere.

No advertising account is too small to enlist his attention. None too large for him to grasp.

His personal relations with all advertisers everywhere are on a plane of intimacy, friendship and confidence that no other man enjoys in greater degree.

No one is ever in doubt as to what W. H. Black means. He

makes none of his successes by indirection or equivocation, or withholding some of the thoughts that might imperil some of the possibilities of the actual placing of an order. The advertiser knows that, if he cares to, he can ask him as to what his opinions are as to possible success of his advertising and whether his judgment is right or not—he does not hesitate to express his opinion through fear that when the advertising has been completed he may be wrong. No man can always be right, but Mr. Black is as few times wrong as any one else. The sum total of all that means success. There are only two factors essential to what the world calls success—fitness and opportunity.

William H. Black has fitted himself. Beginning with his first experience as second assistant under me, as manager of the Western office in the Curtis Publishing Company, he made, for the time he was there, a most enviable record. When the larger responsibilities came, as my direct assistant and the only one but myself in the Western office of the Butterick Publishing Company, he proved equal to the emergency, and his devotion and loyal qualities were brought to the front.

When the entire responsibility of the Western office was loaded on him, he proved equal once more to his new responsibilities and his loyalty was unshaken.

And now I feel satisfied that, in his new position, he will not only prove the existence of these qualities, but if there is anything else necessary to the higher development of his opportunities it will be found in his make-up and will be brought to the front.

A REVISED list of the 1,400 country weeklies comprised in the nine lists of the Chicago Newspaper Union has just been issued from the Chicago office. With it comes a colored map indicating distribution in about twelve States of the Middle West.

As a means of maintaining interest in its clubs, as well as announcing new premiums for its agents, the Larkin Co., Buffalo, publishes a handsome little monthly magazine called *The Larkin Idea*.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE FREE OF CHARGE:
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

There are not many balloonists who read PRINTERS' INK but a lesson drawn from a balloonist's advertisement may be of some value to advertisers who keep their feet as close to the ground as possible. The curious little advertisement marked No. 1 shows that the "Prof." has one frailty in common with a large number of advertisers in all classes of business. He is not contented to

PROF. I. R. HUTCHISON
 AMERICA'S MOST SUCCESSFUL AERONAUT
 THE SUREST AND HIGHEST FLYER ON EARTH
 THE LATEST IN BALLOONING
 18 YEARS EXPERIENCE
 BOX 57, ELMIRA, N.Y.

No 1

use a picture of one balloon, but must have seven, with accompanying clouds for each particular balloon. It is not to be understood that the "Prof." occupies and performs upon seven balloons at once—it is simply one of those instances in which the advertiser thinks it incumbent upon him to fill all his space and crowd in as many pictures as possible. Probably the advertisement marked No. 2 would not suit this balloon-

ist at all, but it has advantages of simplicity and legibility, which his effort sadly lacks.

* * *

Here is an advertisement of the Ideal Engine which is peculiar in

PROF. EDR. HUTCHISON
 AMERICA'S MOST SUCCESSFUL AERONAUT
 The SUREST and HIGHEST FLYER ON EARTH
 THE LATEST IN BALLOONING
 18 YEARS EXPERIENCE
 BOX 57, ELMIRA, N.Y.

No 2

many respects. The illustrative feature is jammed down in one corner and almost lost, whereas

Balance a Dollar
 Shooting an apple from a boy's head is a steady job. If an engine shakes under a heavy load, it is a matter of time only until something lets go. We are now speaking especially of high-speed engines, although the same holds good with all.

A perfect engine would be one without noise or vibration whatsoever. We have never built a perfect engine in our 25 years of experience. But our Ideal Engines are the closest to perfection that a motor can be. They are built to last, they are built to run, they are built to give you the most reliable and most economical engine you can get. They are built to give you the most reliable and most economical engine you can get. They are built to give you the most reliable and most economical engine you can get.

A. L. Van & Sons, 401 Liberty Avenue
"IDEAL" Springfield, Illinois.

there is plenty of room in the advertisement to show it up and let us see what it really is. The heading "Balance a Dollar," is interesting, but in order to find out where you balance the dollar

and what happens to it, it is necessary to read nearly through the entire advertisement, which is annoying. If the heading of this advertisement had said in plain terms that a dollar may be balanced upon the cylinder of an Ideal Engine the interest in this advertisement would have been increased several hundred per cent.

* * *

Aside from its general attractiveness this Heinz advertisement, occupying a full page in current magazines, is in many respects an interesting and convincing one.

Why not Let HEINZ Supply Your Home Preserves?



Instead of doing your own preserving, why not get your family supply from the many choice varieties prepared by Heinz?

It's a long step toward easier housekeeping—and often to better food, for in the Heinz Kitchen preserving is done with equipment and experience that no single home could possess.

Choice, specially-selected fruits and pure granulated sugar—nothing is ever used but these in Heinz Preserves. There can be no question as to purity or cleanliness, for our work is clean by system, with superior facilities and tidy helpers to carry it out.

Even so small a thing as the dreading of a cherry, or the hulling of a berry, receives the individual attention of an experienced worker whose sole thought is, how clean—how well.

Thus factories of the Heinz Way make fast itself most forcibly in the goodness and excellence of our foods.

There's greater variety in Heinz Preserves than mostly found in the home stock—Raspberries, Strawberry, Cherry, Peach, Raspberry, Lemon, etc. In sterilized crocks, jars or our specially-made sanitary tinmed convenience cans.



The whole story of Heinz Preserves—sell on all the famous 57 Varieties—can be seen in "The Story of Heinz," a copy of which we will send you upon request.

H. J. HEINZ COMPANY,
New York Pittsburgh Chicago London

It is a good example of that class of advertisements which ask a question in the headline and answer it in the body. Certainly, "Why not let Heinz supply your home preserves?" is a query which will interest the housewife, and the copy in its entirety is a fairly satisfactory answer, to the question raised by the headline.

* * *

The newspapers of New York City are handling an immense amount of real estate advertising of late, and some of it is very good. Some of it, however, is considerably worse than bad and there is reproduced here one of the very bad ones. This is one

of the advertisements that defeats its own purposes. The attempt to display everything, to make nearly every line stand out stronger than anything else, naturally produces a perfect batch of black type, which comparatively few people will have the patience to read. This advertisement would have been much more

**WHY PAY \$80,000
FOR A LOT ON 125th ST.
WHEN
ELMHURST HEIGHTS
IS NEARER TO HERALD SQUARE.**

AND AN ACCURATE SURVEY OF THE SITE OF THE PROPOSED BUILDING, 125th ST. TO THE 126th ST. INTERSECTION, SHOWS THAT PRESIDENT ROOSEVELT RANCH IS NEARER TO HERALD SQUARE THAN THE LOT ON 125th ST. THE LOT ON 125th ST. IS 100 FEET WIDE AND 100 FEET DEEP. THE LOT ON 126th ST. IS 100 FEET WIDE AND 100 FEET DEEP. THE LOT ON 125th ST. IS 100 FEET WIDE AND 100 FEET DEEP. THE LOT ON 126th ST. IS 100 FEET WIDE AND 100 FEET DEEP.

5 BUILDS TO BEHOLD HOME BY TRAIN—STATION 3 BLOCKS ONLY

ELMHURST HEIGHTS IS NEARER TO HERALD SQUARE THAN THE LOT ON 125th ST.

25% DISCOUNT FOR OPENING DAYS

NO ASSESSMENTS

MONTHLY PAYMENTS ACCEPTED

SEE PLOT FOR BARRIERS CLOSED BUYER AND VIEW

BANKERS LAND CORPORATION, 222 MADISON ST., NEW YORK

effective with only one heavy display line and the rest of the copy set up in readable type. The leading query of this advertisement, "Why pay \$80,000 for a lot on 125th street?" is both interesting and timely, as most of us were just on the point of rushing off to do that absurd thing when this advertisement providentially made its appearance.

* * *

Here is an advertisement of 101 Ranch, recommended as an ideal place to spend a vacation. This

PRESIDENT ROOSEVELT

"The ideal place to spend a
Summer Vacation in a Western Ranch"

On **THE 101 RANCH**

and can lead the line and see the all the western ranches get 25 percent in weight and 25 percent in price in every horse.

At 101 Ranch you can find a complete outfit of horse and cowboys equipment, the best of the best of the most reliable and reliable men to guide and entertain you. Riding, roping, fishing, swimming, golf, tennis and all kinds of our own sports and 25 percent discount for opening days.

THE 101 RANCH is the largest farm and ranch in the United States located on the edge of the city. One hour's ride in the State of California. It is the only ranch in California that has a complete outfit of horse and cowboys equipment. It is the only ranch in California that has a complete outfit of horse and cowboys equipment. It is the only ranch in California that has a complete outfit of horse and cowboys equipment.

WALTER BRIDGES, 101 RANCH, CALIFORNIA.

is rather a strange piece of work. The white lettering on the black background is, of course, very bad, and the five different illustrations of or pertaining to 101 Ranch are a sad failure, particularly as they are weakened by the strong black beneath. It would have been much better to use one strong, attractive picture of a

buffalo, an Indian, a camp wagon or something else of interest in connection with the ranch and use the rest of the space in explaining what it is all about in clear, readable type.

THE CASE OF "TOWN TOPICS."

In spite of its effort to retain circulation and business it loses rapidly in both. The advertising for the first third of 1906 shows a falling off from 1905 of about 23,774 lines, which is about half as much as the whole of its remaining patronage or say \$14,858, which would be \$44,574 for the year. This, with a corresponding change in circulation, and the much greater loss of blood money, is enough to transform profit into heavy loss. The business men who have struck this blow, those who were advertisers in *Town Topics* during the first four months of 1905 and did not advertise in the first four months of 1906, are these, whose names should constitute a roll of honor for the service they have done the public:

Abel & Bach (Trunks)
Blaine, Shotz & Co. (Ladies' Tailors)
Blair's Pills
Breslin Hotel
Samuel Buckley & Co. (Foreign Customs Agents)
Budd & Co. (Shirts)
Burr Pub. Co.
Cantslip Bath Tub Appliance Co.
Caro Caro Co.
Cleopatra Beautifying Co.
Cortez Cigars
Dewar's Scotch Whisky
Drug Crave Crusade
Equitable Life Ins. Co.
Everybody's Magazine
Four-Track News
E. M. Gattle (Jewelry)
Gorham Silver Co.
Great Western Railway
Hardman Piano Co.
Harper Bros. (Publishers)
Hartford Suspension Tire Co.
Havana Tobacco Co.
Haynes-Apperson (Autos)
R. J. Horner (Furniture)
Horton Mfg. Co. (Fishing Rods)
Hotel Cecil
Hotel Chamberlain
Hotel Metropole
Hotel Somerset
Hotel Touraine
Hotel Victoria
Hotel Windsor
Jewett Piano Co.
Geo. Kessler & Co. (Champagne)
Wm. Kinsey (Linens)
Knickerbocker Art Galleries
Knickerbocker Trust Co.
Krementz & Co. (Collar Buttons)
Lackawanna Railway
Lamont, Corliss & Co.
John Lane (Publishers)
Lea & Perrin's Sauce
Maison Nouvelle (Millinery)
Michigan Central R. R.
E. A. Morrison (Dry Goods)
Mt. Park Hotel
G. H. Mumm & Co. (Champagne)
Mutual Life Ins. Co.

N. J. Central R. R.
Old Dominion S. S. Line
Olds Motor Co.
Outing (Magazine)
Pabst Blue Ribbon Beer
Pequot House
Pond's Extract
G. P. Putnam (Publishers)
Red Top Rye Whiskey
Redmond & Co. (Investment)
Reed & Barton (Silverware)
Shoreham Hotel
Seinway Piano Co.
Stoll & Co. (Whiskey)
Tiffany & Co.
U. S. Mortgage & Trust Co.
Wabash Railway
Waldorf-Astoria
Warner Bros. (Corsets)
White Rock Lithia Water
Whiting Paper Co.
J. B. Williams (Soap)
Wisconsin Central Railway
Woodbury Soap
and the following theaters: Casino, Colonial, Dady's, the New York Hippodrome, Hudson, Lew Fields', Lyccum, Lyric and Weber's.
Men who enable *Town Topics* still to drag along are those whose advertisements still appear. They are:
Abbott's Angostura Bitters
Acker, Merrill & Condit (Grocers)
B. Altman (Dry Goods)
American Car Foundry
American Tobacco Co.
American Woolen Co.
Anheuser-Busch Co.
Atlantic Coast Line
Baltimore & Ohio
Barclay & Co. (Soap)
Batjer & Co. (Whisky)
Battery Park Hotel
David Beechoff (Women's Costumes)
Binner (Corsets)
C. D. Boss (Crackers)
Bromo-Seltzer Co.
Burley & Co. (Gowns and Millinery)
Chatland & Lenhart (Crackers)
Chesapeake & Ohio
Chicago & N. W. Railway
Chickering & Sons (Pianos)
Chiclets (Chewing Gum)
Cuticura Soap
Francis Draz & Co. (Champagne)
Electric Vehicle Co.
Eugénie (Shirtwaist Suits)
Evans' Ale
Fifth Ave. Art Galleries
Florida East Coast Hotel
Forbidden Fruit Co. (Cordial)
J. H. Freyman (Chocolate)
Geo. Frost (Garters)
Garrick Club Rye
Grand Hotel
Grande Maison de Blanc (Linens)
Hamburg-American Line
Heublein (Cocktails)
Hollander & Tangeman (Autos)
L. P. Hollander (Fancy Goods)
Hotel Brighton
Hotel Gramatan
Hotel Martinique
Hotel Traymore
Hunter Rye
Huyler's (Chocolate)
Imperial Rair Regenerator
Irene (Corsetiere)
Iron Mountain Route
Jack's Restaurant

John Jameson (Whisky)
 Thos. Jeffery (Autos)
 Keeley Cure
 Lakewood Hotel
 Laurel House
 Lichtenstein (Millinery)
 Liebig's Extract
 Loftis Bros. (Jewelry)
 Louisville & Nashville Railway
 Luyties Bros. (Bitters)
 Allen McAfee (Shoes)
 Jas. McCreery (Dry Goods)
 Macy's (Dry Goods)
 Margaret Murtha (Gowns)
 Jordan Marsh Co. (Dry Goods)
 McIlhenny's Tabasco
 Martell's Brandy
 Maxwell Briscoe (Autos)
 Melachrino Cigarettes
 Gerhard Mennen (Talcum Powder)
 J. W. Merriam (Cigars)
 Milo Cigarettes
 Missouri Pacific Railway
 Morton Trust
 Natural Food Co.
 N. Y. Central
 N. Y. Telephone Co.
 Nestor Cigarettes
 Allen Olmstead (Footcase)
 Mrs. Osborn (Gowns)
 Pears' Soap
 Penn. R. R.
 The George N. Pierce Co. (Autos)
 Pleasant Valley Wine Co.
 Pope Motor
 Postum Cereal
 Prudential Insurance Co.
 Reo Motor
 Richmond Hotel
 Roosevelt & Schuyler (Champagne)
 Sanderson Mt. Dew Ball (Whisky)
 Carl Schultz (Seltzer)
 Seaboard Florida Ltd. Railway
 Seven Sutherland Sisters (Hair Restorer)
 Simcox (Gowns)
 A. Simonson (Wigs)
 Smith & Mabley (Autos)
 Southern Pacific Railway
 Southern Palm Limited Railway
 Stern Bros. (Dry Goods)
 Surburg (Tobacco)

Trimble Whisky
 United Fruit Co.
 Vichy Celestins
 West Shore Railway
 Wilson Whisky
 Youmans (Hats)
 Young's Hotel
 Younger's Scotch Ale

The following theaters remained, in the first four months of 1906: Belasco, Bijou, Broadway, Criterion, Empire, Garrick, Herald Square, Knickerbocker, Liberty, Majestic, Manhattan, New Amsterdam, New York and Savoy. Many of the advertisers on the above list are probably out by now, for these results relate to a period when the effects of the Deuel trial could but very inadequately show; the verdict in that case having been rendered on January 26, and it requiring several weeks at the least for changes to take effect. Even if Deuel is not removed from the bench, or if the Colonel is not imprisoned, as we expect them to be, doubt about the approaching financial ruin of the paper should be slight.—*Collier's*, for May 19, 1906.

The Little Schoolmaster has always held that it is mighty poor policy for an advertiser to keep out of a medium that might be profitable because he doesn't like or approve of a paper's policy, politics or religious belief. Yet, in the case of *Town Topics*, there can be but one opinion, and the first named group of advertisers actually constitute a roll of honor; and while this, of course, does not mean that the second group is a party really desirous of supporting a vile and damnable sheet of blackmail and corruption, it would be wise to disassociate themselves from a paper for which honest, clean men have only contempt.—[Ed.]

“EASTWARD Through the Storied Northwest” is the latest handbook of the Northern Pacific, describing the route from San Francisco to Duluth by way of Portland, Tacoma and Seattle. It comes from the St. Paul office.



WHY WILL THIS MAN FLY OFF IN A RAGE WHEN APPROACHED ON THE SUBJECT OF ADVERTISING?



BUT WHEN HE GETS A FREE READING NOTICE IT AFFECTS HIM LIKE THIS.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

THOUSANDS of men owe their advancement to us; if you are a competent man we have a position for you; write for booklet. HAP-GOODS, Suite 611, 309 Broadway, N. Y.

CONCERNING TYPE—A cyclopaedia of Everyday Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid, ads wanted. A. S. CARNELL, 150 Nassau St., N. Y.

ADVERTISING EDITOR wanted, for trade journal (Boston), to get up ads, make up forms, correspond with advertisers, etc. State experience and salary required. "I," care of Printers' Ink.

PHYSICIAN registered in Iowa, Ill. and Mo., a case taker and expert correspondent, now working, wants position with high-grade company or specialist. "DOCTOR" care F. W. Lenhoff, 52 Dearborn St., Chicago.

YOUNG MAN (35) desires position as advertiser or business position. Graduate Pennsylvania College, post graduate course Harvard University, Powell Advertising School. P. W. EYSTER, 626 W. Phila. St., York, Pa.

WANTED—Advertising Representative in Eastern territory who can devote part of his time to well-established monthly publication of National circulation. THE TEAM OWNERS' REVIEW, 305 Lewis Bldg., Pittsburg, Pa.

AMBITIOUS beginner (not young, experienced A otherwise), not afraid of work, desires good clerical position in advertising office, with chance to master technical side and work up into copy-writing. Address "RELIABLE," care Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

EXCEPTIONAL OPPORTUNITY—I want competent advertisement writer to join me in establishing new advertising agency. Must be capable of turning out concise and convincing copy and originating attractive and illustrative ideas. Sober, good habits and hard worker. Ready cash not absolutely necessary. Excellent field in Middle West. Address "C. F. M.," Printers' Ink.

MALE HELP WANTED—Superintendent of Printing Department of Manufacturing Plant in Michigan. A well equipped open shop office, having six compositors, five cylinders and eleven jobbers. Must be capable of taking entire charge, and of getting out proper amount of first-class work at minimum cost. Give age, experience, references and salary expected. Apply P. O. Box 426, New York City.

YOUNG MEN AND WOMEN of ability who seek positions as writers and as managers should use the classified columns of PRINTERS' INK, the business journal for advertising men, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school education only, who wish to qualify for rear positions at \$2.75 week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$3,000, and another earns \$1,500. The best-climbing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 55 Metropolitan Annex, New York.

THE circulation of the New York World morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

PROPOSALS FOR SUPPLYING MEAT INSPECTION STAMPS, LABELS, ETC.—United States Department of Agriculture, Office of the Secretary, Washington, May 14, 1906. Sealed proposals will be received at the above office until 3 o'clock P. M., on the nineteenth day of June, and then and there opened, for furnishing certain meat inspection stamps and meat inspection labels, or a marking device for inspected meat. It is estimated that 6,000,000 meat inspection stamps, of two kinds, will be required, and 65,000,000 labels, or the necessary number of another suitable device for marking inspected meat. Proposal sheets, specifications and samples may be obtained by addressing the Chief of the Bureau of Animal Industry, Washington, D. C. Bids will be received upon all or any one of the enumerated items. JAMES WILSON, Secretary of Agriculture.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 2% com. 3 samples, 10c. J. C. KENTON, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITHEAD & HOGAN CO., Newark, N. J. Branches in all large cities.

FOR SALE.

FOR SALE—A Fast Perfecting Printing Press. Output complete from motor to finish. Rapid work; 8 stereotype pages, 8 20-inch coils, or 16 pages & coils. F. J. SMITH CO., Portland, Me.

QUICK BARGAIN—A job printery in a healthy, growing Southern city; all new type; business increasing monthly; inventory Jan 1, \$5,000; unusual chance for hustler; \$1,500 cash and \$1,500 long time; good reasons for selling. "PRINTER," care R. F. Hemphill, The Stafford, Atlanta, Ga.

DO you covet the independence and content of the prosperous country publisher? A 50-year-old weekly in a delightful Southern Michigan city is for sale by an estate at a figure that will earn an ample dividend on your investment; or can be leased for five years on terms that will guarantee a fair reward for your labor; leading paper in its field; has been a money-maker for half a century. "EXECUTOR," care Printers' Ink.

ADVERTISING MEDIA.

THE EVANGEL. Scranton, Pa. Thirteenth year; 20c. agate line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

WHAT the Ladies' Home Journal is to the nation the RECORD is to Troy and Central Miami County, Ohio. Only daily. Carries same high-grade advertising. Some questionable of any sort accepted. Send for sample copy.

POST CARDS.

SAMPLES of post cards, post card half-tones and prices for printing them. Sent to those writing a letter of inquiry for them. STANDARD ENGRAVING CO., Photo-Engravers, New York

DISTRIBUTING.

DISTRIBUTING through the agency of the Bernard Advertising Service in Ala., Ga., Miss., N. C. and S. C., was tested five years ago by a trial order for distribution by the Ferrus Drug Mfg. Co.; now their books are distributed four times annually throughout the Southeast by the Bernard Agency. You can learn the particulars from CHAS. BERNAHD, 1516 Tribune Building, Chicago.

COIN CARDS.

33 PER 1,000. Less 10c more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY. 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO. 3400-3402 Sixteenth St., San Francisco, Cal.

H. W. KASTOR & SONS ADVERTISING COMPANY. Lactede Building, St. Louis, Mo.

THE IRLAND ADVERTISING AGENCY. Write for *Different Kind Advertising Service.* 225 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General advertising Agents. Established 1872 Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

NO AMERICAN ADVERTISER can afford to neglect Canada—a land flowing with the milk and honey of prosperity—a profitable field. Our service is most productive in results because framed to meet the greatest number of people who will buy—English and French. Write for particulars. **THE DESBARAIS ADVERTISING AGENCY, Ltd.,** Suite 50, Sovereign Bank Bldg., Montreal.

MAGAZINES OF DISTRIBUTION.

MARKETING Machinery via Advertising. The principles of modern distribution Discussed ably by experienced men. Does one thing thoroughly—Discusses economy and results in selling. Sent for free sample copy of **SELLING MAGAZINE.** The magazine of modern marketing. It saves and makes money for readers. Postal Telegraph Building, New York.

ADDRESSES FOR SALE.

TO ADVERTISERS—San Francisco Fire; 500 Choice Names Leading Mercants, Professional Men, etc. All forced to buy all sorts of things. No stores to buy them from. Scattered from the Burnt District. Their New Business Addresses in the Suburbs of San Francisco. Mailed for 25 cents. Compiled by the **ARGONAUT** for its own use. Address **ARGONAUT PUBLISHING CO.,** 25 Brown Ave., San Jose, California.

ILLUSTRATORS AND ILLUSTRATIONS

ADVERTISING Cuts for Retailers; good; cheap. **HARPER ILLUS. SYNDICATE,** Columbia, O.

SUPPLIES.

NOTE HEADINGS of Bond Paper. 5½x8½ 2½ inches, with envelopes (laid p). 100 for 65c.; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples. **BERT PRENS,** Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York; sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

BERNARD'S Cold Water Paste is in dry powder form, mixes by adding cold water; no dirt, no odor, no waste, will not stain. Best paste made. Sample package free. **BERNARD'S AGENCY,** Tribune Building, Chicago.

J. H. LARIMORE
Westerville, Ohio,
ADVERTISING AGENT

Advertisements written, illustrated, designed, placed—newspaper, magazine, outdoor and direct publicity. Printing, art, commercial, general advertising advice. Write me for plans and estimates.

TYPEWRITING.

TYPEWRITING Two copies of any MS., on fine paper, all corrections made, 5c. per 100 words. Address ROOM 5, 835 Broadway, N. Y.

ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 93 per cent. Besides selling the "AUTO-ADDRESSER," we make an Imitation TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

PATENTS.

PATENTS that PROTECT—Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LAUCEY,** Washington, D. C. Estab. 1869.

SHEPHERD & PARKER. Solicitors of Patents and Trade Marks, 508 Dietz Bldg., Washington, D. C. Highest references from prominent manufacturers. Hand book for inventors sent upon request.

CLASS PUBLICATIONS.



20,000 Buyers of (\$1,025,000,000 annually) Hardware, Housefurnishing Goods, etc. Read every issue of the **Hardware Dealers' Magazine.** Write for rates. Specimen Copy mailed on request. **255 Broadway, N. Y.**

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. **C. S. SOUVENIR POST CARD CO.,** 1140 Broadway, N. Y.

WHITE LABEL OVERLAY PASTE

White, clean, odorless; sticks and is not tacky. Does not curl the paper. Sample free.

L. B. FORTNER, 36 and 38 Strawberry St., Philada., Pa.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually, 34th issue now ready; free. **S. F. MYERS CO.,** 47w. and 49 Maiden Lane, N. Y.

ADDRESSES WANTED.

LIBERAL pay for addresses prosperous people. **F. C. NICHOLS,** Box 739, Goldfield, Nevada.

MONEY MAILERS.

MONEY MAILERS—\$1.00 per M. Samples free. **KING KOIN KARRIER CO.,** Beverly, Mass.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY,** Rittenhouse Bldg., Phila.

PRINTERS.

PRINTERS. Write **R. CARLETON,** Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR PTD. CO.,** 514 Main St., Cincinnati, O.

BOOKS.

NEWSPAPER REPORTERS—Bright young men who know what news is and how to write it, send for booklet No. 6 about positions. FERNALD'S (estab. 1898), Springfield, Mass.

"**CATCH THE FARMER**" is the greatest advertising plan ever created to catch farmer trade. Exclusive to one merchant in a town, \$5. Sent only to retail merchants on five days' approval. "No cure, no pay." CLARK & SOUSLEY, 301 Fifth Ave., Chicago.

Successful Advertising. HOW TO ACCOMPLISH IT.

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of **TWO DOLLARS**. Address

Printers' Ink Publishing Co.,
10 Spruce St., New York

TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Hoviers, Vaseline, Santol, Dr. Charles' Flesh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOPPER COMPANY**, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

COIN MAILER.

1,000 for \$3, 10,000 \$20. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circular. We do addressing at low rates. **WALLACE & CO.**, 39 Murray St., New York, 401 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

HALF-TONES.

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x4, \$1.; 4x5, \$1.60.
Delivered when cash accompanies the order. Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 414, Philadelphia, Pa.

PAPER.

BASSETT & SUTPHIN.
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

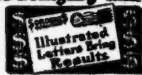
ADVERTISEMENT CONSTRUCTORS.

I WILL DO YOUR ADVERTISING for 30c. a week. Send for samples. Retail Dry Goods and General Merchants only. No postal card. **CLARENCE SOUSLEY**, 301 Fifth Ave., Chicago.

A Drabny Business Bringing Men from the Drabby West

Introduce them in your "follow-up," and notice increased returns. Address on your office stationery

FREDERICK WARD
(Originator of Illustrated Letters),
40 Dearborn St., Chicago.



ATTENTION!

Six of the leading Advertising Agencies in America competed with me in preparing a twelve months' campaign for one of the largest Manufacturing Companies in the country. I've just heard the result. What a story I have to tell the readers of *Printers' Ink*! Why, if my competitors' names ALONE did not convince any skeptic that my work must have been on the top story, I'll withdraw without further comment. Mind, I'm only appealing to those who want advertising that SELLS GOODS. Do you want that kind? Why not write a LETTER to-day about the above story, to **ALF. W. BREYENGER**, 810-812 Cherry St., Philadelphia.

I MAKE A SPECIALTY of preparing Electrotyped Advertisements of all sizes (either singly or in series), and upon almost any desired subject (not all subjects).

I guarantee in all work of this character a distinct novelty of treatment, alike in matter and manner, that never fails of securing notice wherever it appears.

I invite correspondence from advertisers in Trade Journals, Newspapers and Periodicals—but especially from the patrons of advertising media—whose rates are so "stiff" as to necessitate the greatest circumspection in the farming of space, and from those who think such costly space demands something better than mere space-filling.

Would you like to see samples of such advertisements? No. 51 **FRANCIS MAULE**, 402 Sanson St., Phila.

SAN FRANCISCO BUSINESS

Send Rate Cards and Agent's Commission, with Full Data, to
THE NOLAN DAVIS CO., INC.,

—OPERATING—

BARNHART AND SWASEY

Temporarily at 878 Broadway, Oakland, Cal.

THE ADVERTISING AGENCY OF THE PACIFIC COAST

Back in San Francisco within thirty days with a better equipment than before the fire.

The Pattern Publications—Who Reads Them.

The Pattern Publications are of interest only to women.

They are of interest only to women at times when matters of dress are in mind.

They are of interest only to women who make their garments—or have them made—after The Ladies' Home Journal Patterns.

The superiority of The Ladies' Home Journal Patterns, in fit, style and economy, has led to their use by thousands of women who had given up as hopeless the task of making their clothes in a satisfactory manner after the old-time and imperfect patterns.

The Pattern Publications are regarded as "guides, philosophers and friends" in matters of dress, therefore, by the vast multitude of home dressmakers whose enthusiastic reception of The Ladies' Home Journal Patterns has resulted in the record breaking sales of these patterns.

The merchants who sell The Ladies' Home Journal Patterns hold *The Pattern Publications* in high esteem, both because these publications directly build profitable business for their stores and because no advertising is carried that is competitive with the interests of retail dry goods stores.

The Pattern Publications will not carry advertising that is competitive with the interests of the merchants who sell The Ladies' Home Journal Patterns.

THE HOME PATTERN COMPANY, 134 W. 25th St., New York,
JEFFERSON THOMAS, Manager of Advertising.

Never Forgotten

OFFICE OF THE "CHRONICLE,"
LUDINGTON, Mich., April 13, 1906.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—Inclosed herewith find money order for \$5, for which forward at once 100 lbs. of your best news ink. The writer has used your ink at the *Record-Appeal* office, in this city, for several years and finds it most satisfactory. Yours very truly,

CHRONICLE PUB'G Co.,
E. O. McLean, Manager.

Every one who buys or uses my inks seems to get into the habit of looking for them, and they seldom, if ever, shake me. They may change places, or move from town to town, or State to State, but the name of Printers Ink Jonson is firmly imbedded on their mind. Send for a copy of my price list and, after comparing same with the figures you are now paying to a credit house, you may feel inclined to join the band. You run no risk, as the inks have to be up to the highest standard of quality, otherwise the money is refunded. Address

PRINTERS INK JONSON
17 Spruce St., New York

**To Make
Your
Advertising**

PAY



The Business Man's Magazine is read exclusively by a class of men who only need to be shown. Every copy goes into the hands of men who are ready to buy if you can show them an advantage. No other magazine covers a field of equal commercial fertility, nor offers a greater return to the advertiser.

Beginning with the June number, the Business Man's Magazine will become more than ever a necessity to every man in the world of trade, whether the commercial traveler, or the merchant who stays

at home. A series of twelve articles by Hon. Charles E. Townsend, Congressman from Michigan will discuss existing evils of the railroad situation from a new point of view, and point out a new and logical remedy.

Business Man's Magazine

These articles will vastly increase the prestige and advertising value of the Business Man's Magazine. The *cost* has not yet advanced.

The present is the golden opportunity for the shrewd advertiser. Rates and further information on request.

BUSINESS MAN'S MAGAZINE, Detroit, Mich.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

"THE RECORD-APPEAL."

LUDINGTON, Mich.

Editor Ready Made Department:

After reading your department of ready made advertisements for several years, we write to ask some help upon the subject of farming implements. The stores in this vicinity catering to that class of trade carry vehicles, wire-fencing, and cream separators, as well as implements for tilling the soil and harvesting the crops.

We enclose two advertisements, which we are now running in our columns. We submit them because we want something better, not because we consider them in any way a model. We turn to you with our problem because we know of no other place where we can get so much common sense advice in so few words. We enclose a stamp, but we shall be quite as well pleased to have you reply through the columns of PRINTERS' INK, of which we are regular readers. Thanking you for your courtesy we remain,

Yours truly,

THE RECORD APPEAL.

The implement ads that come to the attention of this department tend to create astonishment at the number of words that can be used without conveying any real information. Those accompanying this letter have the advantage of cuts which convey some idea of construction and operation, but even these ads are too general and indefinite. The implement user is technically educated, so to speak, in the construction and use of these tools. He can appreciate an improvement when it is explained to him and can calculate its value. Improvements must be made in implements, as in other things. It would seem, then, that the best way to advertise implements is to take them up one at a time and tell in what particular each is better than it was last year, or than others are this year; how ball bearings have been added to minimize wear and make easier pulling for the horses; how a new lever gives easier and more complete control of the discs, etc. This may serve to show my ignorance of farming implements,

but it will also be sure to show what I am driving at. The ad below is a very good one of its kind. It starts out with a subject that is sure to interest the tiller of the soil, but it absolutely fails to show that the particular harrow advertised is to be preferred to any other harrow; in fact, except for the manufacturer's cut in one corner, not shown in the reprint below, the ad is a fairly good one for all disc harrows. The manufacturer's catalogue ought to contain data for a better ad. If it doesn't, the manufacturer ought to furnish the needed information, or complete ads all ready for publication with the dealer's name. I confess that I don't know where to look for model implement ads, and that I shall be truly grateful if somebody who knows where to find some will "put me on."

GOOD HARVESTS

demand proper tilling of the land. Progressive farmers use Disc Harrows for Spring work because they reduce the soil rendering it mellow and producing large crops. Our line of harrows is the most complete in Mason county. Now is the time to buy.

Our Prices Are Reasonable.

F. J. READER & SONS,
Scottville, Michigan.

Good Name for a Light Lunch. From the Des Moines (Ia.) Capital.

What a Luncheonette Is.

A Namur Luncheonette is the daintiest lunch imaginable. We serve them at our soda fountain and an expert does the work—sandwiches of all kinds, and every sort of drink from finest coffee to coldest soda. Try one of these delightful luncheonettes. They're clean, appetizing, inexpensive and satisfying.

CHAS. NAMUR.
617 Walnut St.,
Des Moines, Ia.

One From a Good Series of Real Estate Ads Prepared by N. Buckner, Asheville, N. C.

There's Money In Pensacola Dirt!

We've got a fine list of well-situated vacant lots on East and North Hills as well as in all sections of the city.

Buy a lot and build a home!

The moment you place lumber and other building material on a lot, just that moment it begins to increase in value. Or, if you like, we can sell you houses already built, from the small cottages to the more pretentious and handsome residences. Lots of them may be had on easy terms. We invite you to see our list. Glad to see you in our office any day.

PENSACOLA INVESTMENT CO.,

215 S. Palafox St.,
Pensacola, Fla.

An Excellent Ad for the Class it Appeals to. From the Des Moines (Ia.) Register and Leader.

Beautiful and Homelike

A combination seldom seen yet easily acquired.

Even those of most cultivated taste usually lack the technical training to combine Wall Paper colors and designs in harmony with their intended environment.

To supply this requirement we retain the services of expert decorator salesmen who are competent to create correct decorative schemes for individual rooms, or your home in its entirety. The result is a decoration that becomes an essential part of your home atmosphere.

It is not necessarily expensive papers that produce these beautiful and homelike effects. You will be surprised what excellent decorations you can secure at our store at a very modest outlay.

NEW YORK WALL PAPER AND STATIONERY CO.,

Des Moines, Ia.

Good Points for a Laundry.

Laundry Returned

Ever open your laundry and find something missing or substituted and get no recompense? Impossible with us. We make mistakes—everybody does—but we minimize them by our system. We are delighted to confront new problems. No matter how delicate the fabric or intricate the lace, we return it uninjured. Our wagon will call. Order it. 'Phone 335 R. or a postal to

COLUMBIA LAUNDRY,
924 Ontario Ave.,
Niagara Falls, N. Y.

A Pleasant Prospect for Philadelphians Attractively Presented in the Bulletin.

Strath Haven Inn

Swarthmore, Penna.

Opens Saturday, April 28.

Mr. Business Man:

Less than a half hour's ride from Broad St. Station (express service) and you are with your family. This is your opportunity if your business will detain you in Philadelphia all summer. Every evening and Sunday you can enjoy with your wife and children—

Boating, Bowling, Tennis, Pool, Driving, Croquet.

Unsurpassed cuisine.
Finest drinking water in Pennsylvania.

Write for booklet.

Rooms can be engaged any afternoon after 2. p. m.

Bell 'Phone.

How a Local Insurance Company Does Business and Tells Of It. From the Danbury (Conn.) News.

This is the Way We Do Business

Fire at William Updike's 13 Second ave., Danbury, occurred at 9.30 a. m., yesterday. We carried the insurance, and adjusted the claim at 11.30, two hours after the damage was done. No long waits for your money, no quibbling, if your house or furniture is insured in the

DANBURY MUTUAL
FIRE INSURANCE
COMPANY,

Danbury, Conn.

C. J. HEPPE & SON,
Pianoforte Manufacturers.
From Office: 1117 Chestnut St.,
Philadelphia.

Editor Ready Made Department:

We enclose herewith a few of our recent advertisements. Will you kindly advise us, through your columns, if you consider these good advertising?

The two single column ads are designed to tell a good, strong, convincing story in a moderate space.

Yours very truly,
J. W. IRWIN, Adv. Mgr.

Without being an expert in piano construction, I probably know as much about pianos as the average buyer, and it seems to me that these are good ads. I suppose a man selling a piano with only one sounding board would have no difficulty in proving that one is better than three; but the Heppe ads certainly make three sound three times as desirable as one. However that may be, the "tone jurors" scheme is a new one on me. There's a certain novelty in the idea of tone jurors "sitting on a piano case" that will appeal to many, and no doubt to some it will carry an insurance of perfect tone and correct price in the instrument. But others will wonder whether the jurors act without pay, and how, no matter how conscientious, they can accept payment for the service without being slightly biased. Anyhow, the novelty of the idea, in connection with the three sounding boards, is sure to attract a lot of favorable attention—and that means something in the way of sales.

HEPPE PIANOS

have three sounding boards; all others have but one. The increased sounding-board area thus provided, of course, increases the resonance and improves the tone. No other upright piano can possess the wonderful singing quality of the Three Sounding-Board instruments.

By our system of certified pianos, the buyer is safeguarded against the purchase of an imperfect instrument, or an instrument priced too high for its value. Two or more Tone Jurors personally test every piano as it comes from our factories, and seal to the back their opinion as to its tone, action and money value. These Jurors are disinterested parties; they are men who could not afford to approve a poor piano.

The Tone Jury:
Hugh A. Clarke,
W. W. Gilchrist,

Thomas a'Becket,
Samuel L. Herrmann,
Henry Gordon Thunder,
William Stoll, Jr.
Write for handsome booklet describing pianos.

C. J. HEPPE & SON,
3 Stores, 1115-17 Chestnut St.,
6th and Thompson.

This One Was So Set Up That It Fairly "Hollered" at Me from a Page of the Utica (N. Y.) Observer.

Everything For Building.

Lumber, interior trim, cabinet work, glass. We have 3 large yards of the best quality lumber, so are enabled to supply your needs quickly and satisfactorily. At our large shops we turn out the very finest grades of woodwork. Get our prices before contracting.

CHAS. C. KELLOGG & SONS' CO.,
Main Office and Yards,
Seneca St., Utica, N. Y.

A Good Scheme, as Shown by a Section of the Myers Co.'s Ad in the Albany (N. Y.) Times-Union.

What May Be Bought With \$5.

The services of a financial expert are not required to figure out the profits to be gained by improving the advantages cited. A brief glance over the comparisons, tells just what the returns will be, and how well worth while they are of being picked up, but it is necessary to be prompt.

200 Voile Shirt Waist Suits, value \$12.50, for the sale, \$5.

75 Winter Coats, values from \$12 to \$20, for the sale, \$5.

21 Odd Fur Pieces, values from \$15 to \$30, for this sale, \$5.

37 Misses' Gretchens, values \$12 to \$18, for the sale, \$5.

105 Skirts for Women, values \$6.98 and \$7.50, for the sale, \$5.

43 Covert and Tourist Coats, values \$10 to \$20, for this sale, \$5.

JOHN G. MYERS CO.,
Albany, N. Y.

A Good Refrigerator Ad from the Danbury (Conn.) News.

The Chest With the Chill In It,

the chill that don't come out till a long time after the ice is all gone out of most of the other kinds of refrigerators.

The "Stone White" Refrigerators are great ice savers. That's an important item, but food saving is more important; means more money saved; means better health conditions.

The "Stone White" is one of the line of "White Mountain" Refrigerators, and the best of its kind. We've other metal lined "White Mountains" at lower prices, all of them good, as compared with the best of the other kinds.

DANBURY HARDWARE COMPANY,

Andrews Block Main St.,
Danbury, Conn.

From Strawbridge & Clothier's Full Page Ad in the Philadelphia Bulletin.

Bed Spreads for Summer

Not so heavy as to be oppressive, but just the right weight to be comfortable if you need to "pull up the covers" on a coolish night. Buy them to-morrow and secure these savings:

\$1.40 Crochet Spreads—now \$1.10.

\$.2 Dimity Spreads—now \$1.25.

\$.250 Marseilles Spreads—now \$2.

\$.3.75 Satin-finish Marseilles—\$3.

Mitcheline Spreads at \$2.50—A special price. A favorite Bed Spread for years with housekeepers. They have the high-class look of the finer Marseilles Spreads,* but are not so heavy. All the desirable color-effects.

STRAWBRIDGE &
CLOTHIER,
Philadelphia, Pa.

This One from the Wakeeney (Kan.) Independent Is All Right For a General Announcement, But It is Better To Describe a Single Implement, its Improvements Over Others, etc., Merely Mentioning the Other Kinds Carried, Than Taking Them Up in Detail in Subsequent Ads.

Implements.

Economical and successful farming depends not a little on the tools used. The best is always the cheapest to say nothing of the comfort of man and team. We have just received a carload of the best up-to-date implements including plows, listers, cultivators, harrows, etc.

Come and see them and let us save you money, time and patience.

W. J. WILLIAMS,
Wakeeney, Kans.

Calculated to Create a "Large Thirst."
From the Albany (N. Y.) Times-Union.

What's White Port?

Why, just the nicest Grape Wine you ever tasted.

Made of the true fruit.

Pure as can be.

A real thirst quencher.

Equally good as a tonic.

FIFTY CENTS

For a full quart—try a bottle.

WINCHELL & DAVIS IMPORTING COMPANY,

504-506 Broadway,

Albany, N. Y.

Open Evenings. Both Phones.
Prompt Delivery.

Good One for a Carpet Cleaner. From the Utica (N. Y.) Observer.

Our Rope Wheel Carpet Cleaner

Cleans any carpet perfectly without the slightest injury to the fabric. The excellent service and small cost commend our process to every house-cleaner. A phone call brings our wagon. Carpets taken up and re-laid if desired.

WESTCOTT'S LAUNDRY
AND CARPET CLEANING,
225 Genesee Street,
Utica, N. Y.